

2007 Dodge Nitro: Market Position and Advantages

August 31, 2006, Auburn Hills, Mich. -

MARKETING POSITION

In a mid-size SUV segment dominated by bland, feminized designs, Nitro breaks the rules with a strong and imposing yet urbane style, uniquely asserting confidence and capability to which men aspire and women appreciate.

DEMOGRAPHICS

Gender: 55 percent male/45 percent female

Age: 25-45

Median Annual Household Income: \$60,000

Education: 45 percent with undergraduate/graduate degrees

Household: 55 percent married/young families/couples

MARKET ADVANTAGES

- Strong, distinctive styling
- Sporty performance
- People and cargo flexibility

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