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## **2006 Dodge Sprinter: Market Position and Advantages**

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### **MARKET POSITION**

The benchmark in its class, Dodge Sprinter van and chassis cab models, continue to revolutionize the commercial market for light- and medium-duty vehicles. The class-leading Dodge Sprinter is the latest in a growing product expansion designed to meet the expectations of commercial vehicle customers in North America.

### **DEMOGRAPHICS/TARGET CUSTOMER**

#### **Small-Business Customer**

- 10 vehicles or less in fleet, including one to three vans
- Entrepreneur, independent businessperson with hands-on management style
- Wants dealer to be his one-stop shopping point (i.e., van, upfit and financing package)
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers (i.e., "mom- and-pop" type businesses); and service and delivery (florist, dry cleaner, package/parcel, etc.)

#### **Small-Fleet Customer**

- 10-49 vehicles in fleet, including three or more vans
- Independent manager with reliable support staff and close pulse on the business
- Maintains rigid fleet maintenance and repair schedules
- May work directly with an original equipment manufacturer's dealer commercial sales staff or with a large-fleet representative for vehicle purchase
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture; utilities/government/municipalities; and service and delivery (florist, dry cleaner, package/parcel, etc.)

### **MARKET ADVANTAGES**

- Class leader in fuel economy, versatility and performance
- Excels among its competition, and offers the most best-in-class advantages when comparing full-size vans
- Best-in-class cargo capacity (473 cu. ft.)
- Highest maximum payload (4,824 lbs.)
- Lowest side step-in height (17 inches)
- Best-in-class turning diameter (36.7 inches)
- Best-in-class interior compartment accessibility
- Widest rear-door opening (270 degrees)

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