Contact: Shawn Morgan

2008 Dodge Magnum — Modern Muscle Family Transportation Packed with Innovative Features

August 31, 2007, Auburn Hills, Mich. - The newly restyled 2008 Dodge Magnum lineup continues the boldly styled theme of American muscle, with its unique profile, exceptional versatility, available HEMI® power with fuel-saving cylinder deactivation and rear-wheel-drive or all-wheel-drive performance. Sophisticated exterior and interior enhancements, combined with bold Dodge attitude, create a modern Magnum lineup for 2008.

The 2008 Dodge Magnum R/T, SXT and SE charge into the future with a sophistication and refinement noticeable throughout its new bold front exterior design and a brighter, more upscale look and feel to the interior.

The Dodge signature crosshair grille has been lowered and stretched horizontally to create a more aggressive look. Chrome elements added to the front fascia, plus extra detailing around the fog lamps, provide additional interest and refinement to the new face of Magnum.

Expressive accent lines on the hood of the 2008 Dodge Magnum highlight its muscular character and hint at the power beneath. Optional chrome-clad aluminum wheels and 245/45R20 performance tires contribute to the bold image that is pure Dodge.

The 2008 Dodge Magnum offers drivers the very latest in automotive safety, communication and entertainment technologies. They include Xenon High Intensity Discharge (HID) headlamps, Light-emitting Diode (LED) interior lighting, supplemental side-curtain and seat-mounted air bags, SIRIUS Satellite Radio, Rear Seat Video Entertainment System (VES™) with SIRIUS Backseat TV™ and MyGIG™, a completely integrated audio, entertainment and hands-free communication system with available navigation.

The 5.7-liter HEMI-powered Dodge Magnum R/T offers a new “Fuel Saver Mode” display, included as part of the Electronic Vehicle Information Center (EVIC) that tells drivers when they are in four-cylinder mode, allowing them to modify their driving habits for improved fuel efficiency.

A package unlike any other in the marketplace, the 2008 Dodge Magnum is an evolution of the bold, powerful and street-smart philosophy of the Dodge brand.

"WHAT’S NEW FOR 2008"

Exterior:

- Colors: Dark Titanium Metallic Clear Coat and Light Sandstone Metallic Clear Coat replace Marine Blue Pearl Coat and Silver Steel Metallic Clear Coat
- Exterior refresh including new crosshair grille, additional chrome elements and extra detailing around fog lamps and expressive accent lines highlighting the hood
- All-new wheel covers and wheels

Interior:

- Interior refresh including redesigned instrument panel, instrument cluster, center console and door trim panels
- Air filtration, heated front seats, eight-way power passenger seat, dual-zone automatic temperature control, automatic headlamps, express-up/down power front windows, auto-dimming rearview mirror (now standard on Magnum R/T)
- iPod interface added to the UConnect® Hands-free Communication System
- LED lighting in front cup holders and front/rear door-map pockets (included in R/T Popular Equipment Package option)
- New cloth seat material

- New speed control stalk located at 4 o'clock position
- Satin chrome bezels and accents added to instrument panel, center console and door trim panels
- Upgraded soft-touch surfaces on arm rests, center console and door trim
- Air filtration (now standard on SXT, R/T)

Electrical:

- New radio options
    - AM/FM/CD/MP3 radio (standard)
    - AM/FM/6CD/DVD/MP3 radio (included in R/T Popular Equipment Package)
    - MyGIG, a cutting-edge multimedia information and entertainment audio system with available safety navigation (option)
- SIRIUS Backseat TV and one-year subscription to SIRIUS satellite video – available with rear-seat VES (option on Magnum SXT with SXT Popular Equipment package and Magnum R/T models)
- Remote start (option on Magnum R/T)
- SIRIUS Satellite Radio with one-year subscription provided by SIRIUS (now standard on SXT, included in SE Popular Equipment Package option)

Powertrain / Chassis:

- New 17-inch wheel covers (standard on Magnum SE)
- New 17-inch machined aluminum wheels (standard on Magnum SXT, option on SE)
- New 18-inch machined aluminum wheels (standard on Magnum R/T, option on SXT)
- New 18-inch machined aluminum wheels (standard on Magnum AWD models)
- 18-inch chrome-clad wheels (option on SXT and R/T RWD models)
- "Fuel Saver Mode" display (available on Magnum R/T equipped with EVIC)

Safety and Security:

- Seat-mounted air bags complement front and rear side-curtain air bags (option on all models)
- Power adjustable pedals (now standard on Magnum SXT)
- Road/Track Performance Package adds side-curtain and seat-mounted air bags as standard (Magnum R/T)
- Tire Pressure Monitor warning lamp (now standard on all models)
- Xenon HID headlamps (option on Magnum R/T)

Packages:

- New SE Popular Equipment Package includes: 17-inch machined aluminum wheels, eight-way power driver's seat, air filtration, SIRIUS Satellite Radio with one-year subscription provided by SIRIUS, power adjustable pedals, bodyside molding and premium front and rear floor mats
- New SXT Popular Equipment Package includes: front heated power leather seats, leather- wrapped steering wheel and shift knob, dual-zone automatic temperature control, automatic headlamps, express-up/down front windows, Boston Acoustics six-speaker 276-watt DSP amplifier speaker system and 18-inch machined aluminum wheels
- New R/T Popular Equipment Package includes: AM/FM/6CD/DVD/MP3 radio; security alarm, EVIC with new "Fuel Saver Mode" display, compass and trip computer; steering wheel audio controls; HomeLink Universal Home Security System Transceiver; remote start; LED-illuminated front cup holders and front and rear door-map pockets; and 18-inch chrome-clad aluminum wheels (RWD only)

DESIGN

The 2008 Dodge Magnum R/T, SXT and SE charge into the future with a sophistication and refinement noticeable throughout its new bold front exterior design and a brighter, more upscale look and feel to the interior.

Exterior

Design changes to the 2008 Dodge Magnum can be seen in the signature Dodge crosshair grille, which has been lowered and stretched horizontally to create a more aggressive look. Chrome elements added to the front fascia and extra detailing around the fog lamps provide additional interest and refinement to the face of the new Magnum.

The Dodge Magnum R/T features optional Xenon HID elements in the headlamps for greater visibility while adding a sophisticated, high-tech look to the exterior.

The new hood of the 2008 Dodge Magnum features expressive accent lines that run from the leading edge toward the windshield, highlighting its muscular character and hinting at the power beneath. Optional 20-inch chrome-clad aluminum wheels and P245/45R20 all-season performance tires contribute to the bold, powerful image that is pure Dodge.

New exterior paint colors include Light Sandstone Metallic Clear Coat and Dark Titanium Metallic Clear Coat.

Interior
The 2008 Dodge Magnum continues to offer a no-nonsense functional interior with well-appointed upgrades, including soft-touch surfaces on the arm rests and the center console arm rest, a new cruise control stalk located in the four o'clock position and optional LED lighting that illuminates the front cup holders and front and rear door-map pockets. New satin chrome highlights have been added throughout the interior cabin of the Magnum SXT and R/T models. The instrument panel has been redesigned to offer a more driver-oriented layout. The clean lines and easy-to-read gauges are highlighted with chrome bezels to deliver additional interest.

ENGINEERING
The 2008 Dodge Magnum R/T is equipped with a modern 5.7-liter HEMI V-8 engine featuring Chrysler LLC's Multi-displacement System (MDS). MDS seamlessly alternates between four-cylinder mode when less power is needed and V-8 mode when more power is demanded, increasing fuel economy as much as 20 percent without sacrificing vehicle performance. Drivers are informed when four-cylinder mode is active by selecting the new 'Fuel Saver Mode' display available through the optional EVIC.

The 5-7-liter HEMI V-8 engine provides 340 horsepower (254 kW) @ 5000 rpm and 390 lb.-ft. of torque (525 N•m) @ 4000 rpm. The HEMI-powered Dodge Magnum R/T equipped with the optional Road/Track Performance Group provides a total of 350 horsepower through a specially calibrated performance exhaust/induction system.
Also available in the 2008 Dodge Magnum lineup is the 3.5-liter High Output V-6 engine, which provides 250 horsepower (186 kW) @ 6400 rpm and 250 lb.-ft. of torque (340 N•m) @ 3800 rpm.

In addition, the durable 2.7-liter V-6 engine is offered, providing 178 horsepower (133 kW) @ 5500 rpm and 190 lb.-ft. of torque (258 N•m) @ 4000 rpm.

ENTERTAINMENT AND COMMUNICATION TECHNOLOGY
The 2008 Dodge Magnum lineup offers the latest entertainment and communication technology available in the automotive industry, while maintaining simplicity, safety, freedom and flexibility.

- Available factory-installed SIRIUS Satellite Radio delivers more than 130 channels of the best programming in all of radio
- Full-screen DVD-based Navigation System uses Global Positioning System (GPS) to provide easy destination routing and turn-by-turn route guidance
- MyGIG: an audio, entertainment and hands-free communication system including a 20-gigabyte hard drive with optional navigation capability, controlled through voice commands or touch screen
- Rear-seat DVD Video Entertainment System (VES) conveniently located in center console armrest cover provides easy access to rear-seat passengers
- SIRIUS Backseat TV offers live satellite streaming video featuring three channels of respected children's TV programs
- UConnect® Hands-free Communication System uses Bluetooth® technology to provide voice-controlled wireless communication

MyGIG
MyGIG is a completely integrated Harman/Kardon audio, navigation, entertainment and hands-free communication system controlled through voice commands and a touch screen.

This best-in-class, next-generation navigation radio features a 6.5-inch Thin Film Transistor (TFT) Display with a touch-screen panel that can support 65,000 colors, providing a three-dimensional appearance to graphics and

animation, as well as multiple font sizes and styles. The MyGIG system follows voice-activated commands and includes many new features for music, sound, movies and personalized picture displays, including:

- A 20-gigabyte hard disc drive that includes Music Juke Box for organizing music and pictures
- Universal Serial Bus (USB) port that provides both MP3 connectivity and downloading of WMA, MP3 and JPEG files onto the hard drive
- Gracenote® database installed on the hard drive that provides song identification, including composer, artist and title
- Playlist creation capability to provide easy access to music files
- Voice memo recording that allows a message up to 3 minutes long to be recorded, using the microphone integrated into the rearview mirror
- Radio screen that can display movies (when vehicle is not in motion)
- SIRIUS Satellite Radio that provides customers with more than 125 channels of the best music, entertainment and information coast-to-coast, 24 hours a day. This includes 100 percent commercial-free music, as well as sports, news, talk, entertainment, traffic and weather
- UConnect Hands-free Communication System that uses Bluetooth technology to provide voice-activated wireless communication between the occupants' compatible cell phones and the vehicle's onboard receiver. The hands-free option promotes safety, freedom, value and flexibility
- Navigation system available through SIRIUS Satellite Radio that supports real-time traffic and can even provide re-route navigation based on current traffic patterns. The navigation has both 2-D and 3-D bird's-eye views of roads and multiple route calculation
- Voice dialogue system that recognizes more than 100,000 words and is capable of learning and growing

Rear-seat DVD Video Entertainment System
The rear-seat VES is cleverly packaged in the center console armrest cover and is easily accessible to rear-seat passengers. The system includes a DVD player and 7-inch LCD screen, a remote control and two wireless headsets. The hinged LCD screen can be fully stored into the console armrest cover or flipped up for viewing. Auxiliary plug-in jacks are included on the faceplate so that rear-seat passengers can view video directly from a video camera, play games from a video game console, play music directly from a portable MP3 player or, new for 2008, enjoy SIRIUS Backseat TV.

SIRIUS Backseat TV
Chrysler will be the first and only auto manufacturer to offer SIRIUS Backseat TV in its vehicle lineup in the 2008 model year, including the 2008 Dodge Magnum.

SIRIUS Backseat TV features three channels of respected children's TV featuring many of the most well-known kids' programming, including Nickelodeon, Disney Channel and Cartoon Network. Rear-seat passengers will be able to watch live TV shows such as Nickelodeon's "SpongeBob SquarePants," Disney Channel's "Hannah Montana," and Cartoon Network's "Foster's Home for Imaginary Friends."

SIRIUS Backseat TV operates via an in-vehicle satellite video receiver and two small roof-mounted antennas. Programming is displayed on the vehicle's back-seat video screen, and channel name, program title and rating will be broadcast and displayed on the screen. For added flexibility, rear-seat passengers can enjoy SIRIUS Backseat TV while front-seat occupants listen to SIRIUS Satellite Radio. The system can be operated from either the rear-seat entertainment unit or the radio head unit. In addition, when the vehicle is in Park, programming can be displayed on the MyGIG screen (if equipped) for front-seat viewing.

PRODUCT HIGHLIGHTS

The new shape of American muscle

- With its unique profile, exceptional versatility, HEMI power and rear-wheel or all-wheel-drive performance, Dodge Magnum offers a package unlike any other in the marketplace
- The noble, powerful design of the Magnum appears as if chiseled from a metal ingot
- Dodge Magnum design is consistent with the bold, in-your-face philosophy of the Dodge brand

Unmatched HEMI performance

- The Dodge Magnum R/T offers best-in-class horsepower — 340 horsepower with 5.7-liter HEMI V-8 engine
- Road/Track Performance package on the HEMI-equipped Dodge Magnum R/T provides additional 10 horsepower through its unique performance exhaust and induction system
- Chrysler's Multi-displacement System (MDS) provides world-class combination of performance and fuel economy
- The Dodge Magnum offers the most powerful line of engines in its class: the fuel-efficient 2.7-liter V-6, the 3.5-liter High Output V-6, and the 5.7-liter HEMI V-8 with MDS

Proven DaimlerChrysler technology

- Electronic Stability Control (ESP), All-speed Traction Control System (TCS) and four-wheel Anti-lock Brake System (ABS) have reached new levels of advancement to control rear-wheel-drive cars in a way that is transparent to the driver
- Vehicle communications and entertainment features emphasize a safe driving environment while enabling consumers to choose the services they want including: UConnect® Hands-free Communication System using Bluetooth® technology, SIRIUS Satellite Radio commercial-free entertainment, full-screen DVD-based navigation system using GPS, MyGIG audio, entertainment and hands-free communication system and rear-seat DVD Video Entertainment System with SIRIUS Backseat TV

Outstanding driving experience

- Available Road/Track Performance package on the Magnum R/T offers additional performance features including 350 horsepower, performance suspension, steering and brakes and 20-inch wheels and all-season performance tires
- Rear-wheel-drive platform allows direct transfer of HEMI power to the pavement
- Available all-wheel drive provides outstanding performance and stability under all traction conditions
- An available electronically controlled five-speed automatic transmission with Auto Stick offers better performance and fuel economy
- Short- and long-arm (SLA) front suspension system and a five-link independent rear suspension system provide excellent handling and a comfortable ride

Smart space and capabilities

- Dodge Magnum's rear liftgate swings up instead of out, providing extreme access to rear cargo area and ease in opening in confined spaces like garages
- Available LED lighting in front cup holders and front/rear door-map pockets for safe and easy use
- Dodge Magnum offers best-in-class towing capacity — 3,800 pounds (when properly equipped) — to handle most needs

2008 DODGE MAGNUM MODEL LINEUP

2008 Dodge Magnum SE (rear-wheel drive)

Standard Features

- Rear-wheel-drive configuration
- 2.7-liter V-6 engine —178 horsepower (133 kW) and 190 lb.-ft. (258 N•m) of torque
- Four-speed automatic transmission
- 17-inch steel wheels with bolt-on wheel covers and 215/65R17 all-season tires
- 18-gallon fuel tank
- 60/40 split-folding rear seat with armrest and cup holder
- Air conditioning with manual temperature controls
- AM/FM/CD/MP3/WMA stereo with auxiliary audio input jack and four speakers
- Body-color grille surround and door handles
- Cloth front bucket seats
- Driver and passenger adjustable lumbar support
- Driver and passenger power mirrors
- Driver-side, one-touch-down power windows

- Low-risk deployment air bags
- Oil change alert
- Outside-temperature display
- Power four-wheel disc brakes
- Power locks
- Rack-and-pinion steering
- Rear-window defroster
- Remote keyless, illuminated entry
- Sentry Key® Engine Immobilizer system
- Speed control with instrument panel indicator light (new stalk located at the four o'clock position)
- Sunscreen privacy glass on liftgate and rear quarter windows
- Tilt and telescoping steering column
- Tire Pressure Monitoring System (TPM)

Optional Features/Packages

- Bodyside molding
- Engine block heater
- ESP with Brake Assist, All-speed Traction Control System and four-wheel ABS
- Premium front and rear floor mats
- SIRIUS Satellite Radio with first-year subscription provided by SIRIUS
- Protection Group including UConnect Hands-free Communication System (using Bluetooth technology) with iPod interface, air filtration, self-sealing tires and supplemental side-curtain and seat-mounted air bags
- SE Popular Equipment Package including SIRIUS Satellite Radio with first-year subscription provided by SIRIUS, 17-inch machined-face aluminum wheels, bodyside molding, premium front and rear floor mats, power adjustable pedals, eight-way power driver's seat and air filtration

2008 Dodge Magnum SXT (rear-wheel drive)

Standard Features

In addition to the standard features on the Dodge Magnum SE, the Dodge Magnum SXT (rear-wheel drive) adds/replaces the following:

- 17-inch machined-face, cast-aluminum wheels
- 3.5-liter High Output V-6 engine providing 250 hp (186 kW) and 250 lb.-ft. (340 N•m) of torque
- ESP with Brake Assist
- Four-wheel ABS
- All-speed Traction Control System
- Air filtration
- Body-color heated, fold-away mirrors
- Body-color bodyside molding with bright inserts
- Chromed headlamp bezels
- Fog lamps
- Power adjustable pedals
- Power eight-way driver seat
- Satin Silver center-stack bezels
- SIRIUS Satellite Radio with first-year subscription provided by SIRIUS

2008 Dodge Magnum SXT (all-wheel drive)

In addition to the standard features available on the Dodge Magnum SE and SXT rear-wheel-drive models, the Dodge Magnum SXT all-wheel-drive model adds/replaces the following:

- 19-gallon fuel tank
- Five-speed automatic transmission with Auto Stick
- Front differential and transfer case
- Performance disc brakes

- P225/60R18AS touring tires
- 18-inch machined aluminum wheels

Optional Features/Packages

The Dodge Magnum SXT models (RWD/AWD) offer the following optional features/packages:

- AM/FM/6CD/DVD/MP3 radio
- MyGIG with AM/FM/CD/DVD/HDD/MP3 touch screen radio
- Sun roof with express open/close
- Protection Group including front and rear supplemental side-curtain and front seat-mounted air bags, self-sealing tires and UConnect Hands-free Communication System with iPod interface
- SXT Popular Equipment Package including leather-trimmed, heated front seats, power eight-way passenger seat, leather-wrapped steering wheel and shift knob, dual-zone automatic temperature control, automatic headlamps, express-up/down power front windows, 18-inch machined aluminum wheels and Boston Acoustics six-speaker 276-watt Digital Signal Processing (DSP) Amp speaker system. The following additional options available only on the Dodge Magnum SXT equipped with the SXT Popular Equipment Package include:
    - 18-inch chrome-clad aluminum wheels
    - MyGIG with AM/FM/CD/DVD/HDD/MP3 radio and navigation system with touch screen and voice recognition operation
    - Rear-seat Video Entertainment System with SIRIUS Backseat TV and one-year subscription to satellite video provided by SIRIUS

2008 Dodge Magnum R/T (rear-wheel drive)

Standard Features

In addition to the standard features on the Dodge Magnum SE and SXT rear-wheel-drive models, the Dodge Magnum R/T rear-wheel-drive model adds/replaces the following:

- 18-inch machined aluminum wheels
- 19-gallon fuel tank
- 5.7-liter HEMI V-8 engine — 340 horsepower (254 kW) and 390 lb.-ft. (525 N•m) of torque
- Multi-displacement System (MDS) — improving fuel economy as much as 20 percent
- Five-speed automatic transmission with Auto Stick
- Auto-dimming rearview mirror
- Automatic headlamps
- Boston Acoustics six-speaker 276-watt DSP Amp speaker system
- Bright center stack bezel
- Dual exhaust with bright tips
- Dual-zone automatic temperature control
- Express up/down power front windows
- Leather-trimmed, heated front seats
- Leather-wrapped steering wheel and shift knob
- Power eight-way passenger seat
- Touring suspension with 225/60R18 all-season touring tires
- Tuned dampers and performance exhaust

2008 Dodge Magnum R/T (all-wheel drive)

In addition to the standard features on the Dodge Magnum R/T rear-wheel-drive model, the Dodge Magnum R/T all-wheel-drive model adds/replaces the following:

- Front differential and transfer case
- Unique 18-inch machined aluminum wheels

Optional Features/Packages

The Dodge Magnum R/T models (RWD/AWD) offer the following optional features/packages:

- Trailer Tow Prep Package including severe-duty engine cooling and load-leveling rear suspension with height control shocks (not available with Road/Track Performance Package)
- Xenon HID headlamps
- Protection Group including UConnect Hands-free Communication system, self-sealing tires, side-curtain and seat-mounted air bags
- Sun roof
- MyGIG with AM/FM/CD/DVD/HDD/MP3 touch screen radio
- MyGIG with AM/FM/CD/DVD/HDD/MP3 radio and navigation system with touch screen and voice recognition operation
- Rear-seat Video Entertainment System with SIRIUS Backseat TV and one-year subscription to satellite video provided by SIRIUS
- R/T Popular Equipment Package including AM/FM/6CD/DVD/MP3 radio, remote start, security alarm, LED-illuminated cup holders and door-map pockets and an Electronics Display Package that includes EVIC; instrument cluster with display screen (including new “Fuel Saver Mode” display), temperature and compass gauge, traveler/mini trip-computer, steering-wheel-mounted audio controls and HomeLink universal transceiver. eighteen-inch chrome-clad wheels included on rear-wheel-drive models and 20-inch chrome-clad wheels standard when equipped with Road/Track Performance Package
- Road/Track Performance Package including 20-inch chrome-clad wheels and 245/45ZR20 all-season performance tires; performance steering, performance suspension, performance braking and performance dual exhaust/induction system (adding 10 horsepower); eight-way power, heated, performance front-row bucket seats with suede microfiber inserts and red accent stitching; heritage R/T badging; side-curtain and seat-mounted air bags and optional UConnect (available on rear-wheel-drive models only).

SAFETY AND SECURITY

The Dodge Magnum received a five-star rating for driver and front-passenger protection in a frontal crash, the highest rating from National Highway Traffic Safety Administration.

Please refer to the safety glossary for descriptions of the following available features:

- Advanced Multi-stage Air Bag System
- All-speed Traction Control System
- Anti-lock Brake System (ABS)
- Auto-dimming Interior Rearview Mirror
- Auto-reverse Sun Roof
- BeltAlert
- Brake Assist
- Brake/Park Interlock
- Child-protection Rear Door Locks
- Constant Force Retractors
- Crumple Zones
- Electronic Stability Program
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- Height-adjustable Seat Belts
- HomeLink Universal Home Security System Transceiver
- Interior Head-impact Protection
- Knee Bolsters
- LED Lighting in Cup Holders and Map Pockets
- LATCH (Lower Anchors and Tethers for CHildren)
- Low-risk Deployment Air Bags
- Navigation System with Voice Recognition Capability
- Power Adjustable Pedals
- Remote Keyless/illuminated Entry with Security Alarm and Panic Button

- Remote Start
- Self-sealing Tires
- Seat-mounted and Side-curtain Air Bags
- Seat Belt Pretensioners
- Sentry Key Engine Immobilizer
- Tilt and Telescoping Steering Column
- Tire Pressure Monitor
- UConnect Hands-free Communication System Using Bluetooth Technology
- Xenon HID Projector Headlamps

COLOR AVAILABILITY

- Bright Silver Metallic Clear Coat
- Brilliant Black Crystal Pearl Coat
- Dark Titanium Metallic Clear Coat (new)
- Inferno Red Crystal Pearl Coat
- Light Sandstone Metallic Clear Coat (new)
- Steel Blue Metallic Clear Coat
- Stone White Clear Coat
- TorRed

MANUFACTURING INFORMATION

- 2008 model year production start: August 2007
- Production location: Brampton Assembly Plant in Brampton, Ontario, Canada
- 5.7-liter HEMI V-8 engine: Saltillo Engine Plant in Saltillo, Mexico
- 3.5-liter V-6 engine: Kenosha Engine Plant in Kenosha, Wis.
- 2.7-liter V-6 engine: Kenosha Engine Plant in Kenosha, Wis.
- Five-speed automatic transmission with Auto Stick: Indiana Transmission Plant II in Kokomo, Ind.
- Four-speed automatic Variable Line Pressure transmission: Kokomo Transmission Plant in Kokomo, Ind.

MARKET POSITION

The 2008 Dodge Magnum is a stylish alternative for consumers who want the comfort and performance of a car plus the capability and image of an SUV without sacrificing everyday functionality. The Dodge Magnum combines a high-performance, technically advanced driving machine with versatility and capability in a stylish package. Nothing else is like a Dodge Magnum.

Magnum targets men ages 30-45, middle- to upper-middle class, who are former sedan or SUV owners. These men are looking for something new and exciting that allows them to express their youthful and adventurous side but still serves their need for a functional vehicle.

TARGET DEMOGRAPHICS

- Gender: 65 percent male
- Age: 30-45
- Marital Status: 75 percent married
- Median Annual Household Income: $75,000
- Education: 40 percent college graduate
- Occupation: Mix of mid-level salary workers, skilled trades and traditional hourly workers in high-paying professions

MARKET ADVANTAGES

- 2008 Dodge Magnum continues to thrill customers as one of the hippest vehicles on the road, offering a bold, unique profile; exceptional versatility; optional HEMI power and rear-wheel and all-wheel-drive

performance
- Unmistakable bold Dodge styling, dramatic body-to-glass proportions, a high beltline and a tapered roofline make Dodge Magnum unlike any other vehicle on the road
- Proven technology such as Electronic Stability Program (ESP), All-speed TCS and four-wheel ABS are available to provide exceptional ride and handling in the 2008 Dodge Magnum
- The all-wheel-drive Dodge Magnum SXT and R/T models provide excellent cornering balance under all driving conditions and improved traction in snow and wet-weather conditions
- 5.7-liter HEMI V-8 engine features MDS — improving fuel economy as much as 20 percent, but not at the expense of vehicle performance. The 2008 HEMI-powered Dodge Magnum R/T can go 0-60 mph in 6.3 seconds
- Exceptional towing capacity of 3,800 lbs. (when properly equipped)
- Dodge Magnum's extreme-access rear liftgate opens straight up instead of swinging out providing an unusually large cargo opening for flexible, useful space and ease in opening in confined spaces like garages
- Optional rear-seat Video Entertainment System with SIRIUS Backseat TV, DVD-based navigation system, SIRIUS Satellite Radio, UConnect Hands-free Communication System, MyGIG and Boston Acoustics sound systems offer the latest in automotive communication and entertainment technologies

PRODUCT CHRONOLOGY

2007 Model Year

- Colors: Marine Blue Pearl Coat, Steel Blue Metallic Clear Coat and TorRed replace Magnesium Pearl Coat and Midnight Blue Pearl Coat
- AM/FM/six-CD full-map DVD-based navigation radio with GPS — optional on SXT
- SIRIUS Satellite Radio with first-year subscription provided by SIRIUS—standard on R/T
- Sunscreen Privacy Glass — standard on all Magnum models
- New 18-inch chrome-clad aluminum wheels — optional on RWD R/T and SXT package
- New 20-inch chrome-clad aluminum wheels and 245/45ZR20 all-season performance tires
- Automatic oil change alert
- Low-risk deployment air bags
- Power adjustable pedals — standard on R/T models
- New Convenience Group III bundles automatic headlamps, one-touch express up/down front windows and dual-zone automatic temperature control (ATC) — optional on SXT
- New Road/Track Performance Group includes 20-inch chrome-clad aluminum wheels; 245/45ZR20 all-season performance tires; performance exhaust/induction resulting in additional 10 horsepower; upgraded performance suspension and steering gear; performance seats with preferred suede inserts; automatic temperature control; express up/down front windows; 8-way driver and front passenger heated seats; automatic headlamps; load leveling and height control shocks; five exterior color offerings; and heritage R/T exterior badging and upholstery — available on RWD R/T model

2006 Model Year

- Colors: Silver Steel Metallic Clear Coat and Stone White replace Mineral Gray and Cool Vanilla
- Available All-wheel Drive (AWD)
- 18-inch aluminum wheel (optional on rear-wheel-drive SXT)
- 3.5-liter engine RWD models mated to a five-speed automatic transmission with Auto Stick
- 3.5-liter High Output engine badge (3.5-liter-equipped models)
- Audio input jack added to AM/FM/CD radio
- Auto headlamps and express-up windows with auto-reverse sensing system added to Convenience Group II (R/T)
- Body color heated foldaway mirrors (added to SXT)
- Bodyside molding with bright insert (added to SXT)
- Boston Acoustics badge added to mirror flag door trim (when so equipped)
- Bright grille inserts (added to SXT)
- Bright headlamp bezels (added to SXT)

- Chrome accent on ash receiver door (SXT, R/T)
- Cup holder door with chrome accent (R/T)
- Eight-way power passenger seat with power recline
- Four-speed automatic transmission adds Variable Line Pressure (VLP)
- New 17-inch machined aluminum wheel (rear-wheel-drive SXT)
- Optional DVD Video Entertainment System (VES™) in center console (SXT, R/T)
- Power-adjustable pedals standard equipment on R/T models
- R/T badge revised on R/T model
- Satin Silver center stack bezel (SXT, R/T)
- Satin Silver lower steering wheel spokes (SXT [Leather] and R/T)
- Seat BeltAlert
- Speed control instrument panel indicator light
- Sunscreen glass standard on all SE models
- Tire Pressure Monitoring warning lamp (R/T)

2005 Model Year

The Dodge Magnum was introduced in Model Year 2005 as the “new shape of American muscle” and the first rear-wheel-drive Dodge car in nearly 20 years. Features included:

- 5.7-liter HEMI® MDS V-8 engine with Chrysler’s first five-speed automatic transmission
- 3.5-liter SOHC High Output V-6 engine mated to a four-speed automatic transmission
- 2.7-liter DOHC V-6 engine with four-speed automatic transmission
- Exterior colors: Inferno Red Crystal Pearl Coat, Mineral Gray Metallic, Bright Silver Metallic, Magnesium Pearl Coat, Brilliant Black Crystal Pearl Coat, Midnight Blue Pearl Coat and Cool Vanilla
- 17- and 18-inch aluminum wheels
- 18- and 19-gallon fuel tanks
- Advanced multi-stage air bag system
- All-new short- and long-arm front suspension
- Anti-lock Brake System (ABS)
- Available all-speed traction control
- Available Electronic Stability Program (ESP) with Brake Assist
- Available self-sealing tires
- Five-link independent rear suspension
- Multi-Displacement System (MDS) — improving fuel economy as much as 20 percent
- Occupant Classification System
- One-touch, three-blink lane change signal standard on all models
- Optional Nivomat™ self-leveling shock absorbers
- Optional SIRIUS Satellite Radio
- Optional UConnect® Hands-free Communication System
- Power adjustable pedals
- Remote keyless entry with Sentry Key® engine immobilizer
- Speed control
- Supplemental side-curtain air bags
- Tilt and telescoping steering wheel

-###-