Contact: Randy Jones

Upfit Allowance Now Available for Dodge Sprinter Chassis Cabs

- $1,000 allowance for Dodge Sprinter Chassis Cab model
- Available to National Truck Equipment Association (NTEA) members and all upfits valued at more than $1, 500

June 2, 2008, Auburn Hills, Mich. - Dodge today announced a $1,000 allowance toward the purchase of an upfit body for installation on all Dodge Sprinter chassis cab models. The term program runs from June 3, 2008 to January 2, 2009.

“With unmatched versatility, the segment’s best fuel economy and the most class-leading advantages, Dodge Sprinter chassis cabs are in tremendous demand by upfitters for a host of aftermarket uses,” said Pamela Niekamp, Senior Manager – Commercial Vehicle Marketing and Product Planning. “In offering this upfit allowance, Dodge is continuing to do its part to lessen the expense of costly body installations for both its upfit partners and commercial customers.”

The program is not a retail incentive and is open to all approved Dodge Sprinter dealers nationwide. The allowance applies to all upfits valued at more than $1,500. Participating upfitters must be members of the National Truck Equipment Association (NTEA). Recreational vehicles (RV) upfits, limousine upfits and shuttle bus upfits are excluded.

Promotion of the program will be through a combination of hand-raisers, upfitter and dealer communications, and existing customers.

Eligible models include all 2007, 2008 and 2009 Dodge Sprinter chassis cabs. For more information, please visit our Web site at www.dodge.com/business.

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