












09MY Dodge Car



	Caliber 	Avenger 	Charger 	Challenger 	Journey 	Gr. Caravan 
Quality	<input checked="" type="checkbox"/> Improved SXT: • Standard Body colored door handles • Standard ABS	<input checked="" type="checkbox"/> • Improved Exterior/Interior • Added SXT content	<input checked="" type="checkbox"/> • Improved Exterior/interior • Air filtration & illuminated cup holders added	<input checked="" type="checkbox"/> • Unique style • Advanced Technology • Legendary HEMI performance	<input checked="" type="checkbox"/> • All new 09MY	<input checked="" type="checkbox"/> Improved Exterior: • body-color body-side molding • Body Colored door handles
Simplification	<input checked="" type="checkbox"/> • Simplified from 5 to 4 models • R/T AWD dropped	<input checked="" type="checkbox"/> • Simplified from 4 to 3 models • R/T AWD dropped	<input checked="" type="checkbox"/> SE simplified: • 17" aluminum wheels Standard • Silver bezels Standard	<input checked="" type="checkbox"/> New lineup: • SE • R/T • SRT8 3.5L V6 and 5.7L HEMI® engines available	<input checked="" type="checkbox"/> • All new 09MY	<input checked="" type="checkbox"/> • Simplified from 7 to 4 models
Enhanced Value	<input checked="" type="checkbox"/> Added SXT value: • 22 more features than SE • only \$340 more than SE with A/C	<input checked="" type="checkbox"/> Added SXT value: • 6CD with Audio Controls • Fog Lamps • Spoiler • ABS • Leather Shifter	<input checked="" type="checkbox"/> Added SXT value: • more for less in '09 MY Added SE value: • improved interior/exterior	<input checked="" type="checkbox"/> SE and RT added • more models for consumers to choose from	<input checked="" type="checkbox"/> • Best-In-Class Starting MSRP; below Edge, Equinox, RAV4, CRV	<input checked="" type="checkbox"/> Added SXT value: New "L" CPOS: • Leather & 4.0L • Pwr liftgate plus • \$2,600 below Odyssey's leather package
Fuel Economy	<input checked="" type="checkbox"/> • 1.8L MTX now achieves 30mpg on the highway	<input checked="" type="checkbox"/> • 2.4L I4 achieves 30 MPG (HWY)	<input checked="" type="checkbox"/> • New 5.7L HEMI offers 4% better fuel economy Plus 35 HP	<input checked="" type="checkbox"/> • 3.5LV6 achieves 17 city/25 hwy	<input checked="" type="checkbox"/> • Best-In-Class Fuel Economy (up to 25MPG)	<input checked="" type="checkbox"/> • No other Minivan can beat the 4.0L F/E (up to 25MPG)
Best FE	30 MPG	30 MPG	26 MPG	25 MPG	25 MPG	25 MPG

09MY Dodge Truck



	Nitro 	Durango 	Dakota 	Ram 1500 	Ram HD 
Quality	<input checked="" type="checkbox"/> Improved Exterior: <ul style="list-style-type: none"> body-color front and rear fascias 	<input checked="" type="checkbox"/> Improved Exterior: <ul style="list-style-type: none"> body-color front and rear fascias fog lamps 	<input checked="" type="checkbox"/> Improved ST: <ul style="list-style-type: none"> Exterior Option body-color front and rear fascias fog lamps Aluminum Wheels 	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> Superior craftsmanship, inside and out New plant process to ensure world class quality 	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> New 5.7L HEMI® V-8 VCT engine Engine and transmission lineup simplified Remote start now available
Simplification	<input checked="" type="checkbox"/> Simplified: <ul style="list-style-type: none"> Drop Manual Transmission 	<input checked="" type="checkbox"/> Simplified: <ul style="list-style-type: none"> Drop Adventurer Model reduce SLT to one CPOS 	<input checked="" type="checkbox"/> Simplified from 6 to 4 models: <ul style="list-style-type: none"> Big Horn / Lone Star replaces SXT SLT & Sport dropped 	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> Simple line-up All price classes have a distinct look, inside and out 	<input checked="" type="checkbox"/> Simplified: <ul style="list-style-type: none"> Automatic standard on HEMI® engine Cummins® 6.7L Diesel standard on 3500 models
Enhanced Value	<input checked="" type="checkbox"/> Added SLT value: <ul style="list-style-type: none"> 17" wheels pwr driver seat EVIC, and more 50% discount on content over SE 	<input checked="" type="checkbox"/> Added SLT value: <ul style="list-style-type: none"> \$1,155 in content at No Charge Hybrid \$8k below Tahoe 	<input checked="" type="checkbox"/> Added ST value: <ul style="list-style-type: none"> body-color front & rear bumpers fog lamps 17" Alum. Whls. 50% discount 	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> About \$3,000 more value (Lower price and more content combined) than the 2008 Ram 	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> HEMI® engine improved from 345 HP to 383 Torque from 375 lb. ft. to 400 Diesel has best low end torque
Fuel Economy	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> 3.7L V6 achieves 22MPG (HWY) 	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> All-new Hybrid offers 40% F/E improvement over 5.7L gas engine 	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> New Package on base ST with 3.7L V6 engine 210 hp, 235 lb-ft torque 	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> Up to 20 MPG highway EPA rating with Hemi (4x2 model) 	<input checked="" type="checkbox"/> Improved FE: <ul style="list-style-type: none"> 5-speed Auto on HEMI® includes added overdrive ratio
Best FE	22 MPG	20 MPG	20 MPG	20 MPG	



09MY Caliber

Caliber SXT offers superior value in '09 while new 1.8L gets 30mpg!

Quality / Value Improvements

SXT

- Becomes a stronger competitor as content and features have been upgraded for 2009 offering even greater value to consumers

'08 SXT

Body colored door handles

'09 SXT

ABS standard

30 MPG

22 more features than the typically equipped SE for only \$340 more!

Improved Appearance

'09 SXT Equipment Adds:

- ABS now standard
- Body Color Door Handles
- Improved MTX fuel economy!
- SXT now just \$340 more than SE w A/C!

- **R/T**
- 6 Disc Radio (REQ) now standard

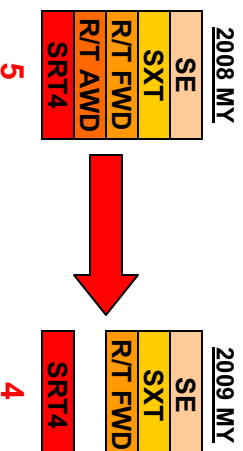
SRT4

- Sirius Satellite Radio (RSP) now standard
- 6 Disc Radio (REQ) now standard
- Performance Pages standard

Other Features

- Deep Water Blue replaces Steel Blue.
- White Sandstone Metallic replaces Light Khaki
- MyGig radio hard drives increase to 30GB

Simplification



Recommended Mix

SE	10%
SXT	77%
R/T	10%
SRT4	3%

Competitive Edge

- Segment-exclusive uconnect gps
- Segment-exclusive Chill Zone beverage storage bin
- Music Gate Sound System
- Stain Repel Seat Fabric
- Available Heated Seats
- Bold styling
- 5-Star Crash Test Rating
- Lifetime Powertrain Warranty





09MY Avenger


Improved STX Appearance; Upgraded Content and Features

Quality / Value Improvements


SXT

- Becomes a stronger competitor as content and features have been upgraded for 2009 offering even greater value to consumers

'08 SXT



'09 SXT



Leather Shift Knob, Audio Controls, 6CD Radio

Fog Lamps

Spoiler

'09 SXT Equipment Adds:

- Audio Controls w/Leather Steering Wheel
- Fog Lamps
- Cabin Air Filtration
- Spoiler
- ABS Disc/Disc Brakes
- Leather Shift Knob
- 6CD Radio (REQ)

30 MPG

Improved Appearance

R/T

- 18" Chrome Aluminum wheels now standard

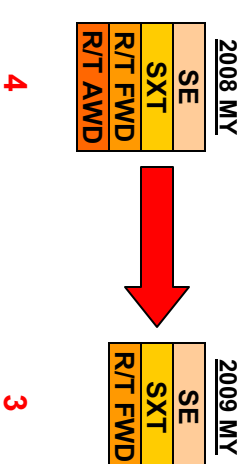
Other Features

- Deep Water Blue replaces Modern Blue.
- Torred Clear Coat replaces Sunburst Orange
- Dark Slate Gray replaces Medium Gray seats and the interior becomes monotone
- Cluster dials change from silver to gray for improved visibility
- MyGig radio hard drives increase to 30GB

Competitive Edge

- Segment-exclusive uconnect gps 
- Segment-exclusive Chill Zone beverage storage bin
- Heated and Cooled Cup Holder
- Stain Repel Seat Fabric
- Available Heated Seats
- Bold styling
- 5-Star Front Crash Test Rating 
- Lifetime Powertrain Warranty 

Simplification



Recommended Mix

SE	25%
SXT	65%
R/T	10%

09MY Charger



'09 SXT offers added features at a reduced price; SE better equipped!

Quality / Value Improvements

SXT

- Now \$345 Less With Added Illuminated Front Cup Holders, Cargo Nets, and Air Filtration!



Air Filtration added



Illuminated front cup holders added

Cargo Nets added

'09 SXT Equipment Adds:

- Illuminated front cup holders
- Cargo nets
- Air filtration

\$345 Less!

Improved Interior

SE

- Adds 17" Aluminum Wheels
- Satin Silver Instrument Panel Bezel
- Illuminated Front Cup Holders
- Air Filtration

R/T

- Adds 5.7L Eagle Hemi Engine with 35 more HP and 4% Fuel Economy Improvement

More Power! Less Gas!

Other Features

- Deep Water Blue replaces Steel Blue
- MyGiG radio hard drives increase to 30GB

Competitive Edge

- Segment-exclusive uconnect gps



- Bold Dodge styling
- Legendary HEMI Performance Available
- Available SRT High Performance With SRT Track Experience
- 5-Star Crash Test Rating
- Lifetime Powertrain Warranty



Simplification

SE upgrades reduce Charger complexity; improves product significantly:

- 17" Aluminum Wheels Now Standard
- '08 SXT Satin Silver Bezels Now Standard

Recommended Mix

SE	30%
SXT	44%
R/T	21%
SRT8	5%



2009MY Challenger

Look for the
Challenger Launch
Kit Mailing Due in
Your store Oct. 27

Nothing Excites Like Challenger!

Key Product Highlights

Styling

- Classic Design
- Quad Headlamps
- Wide Stable Stance
- Rectangular Dual Exhaust
- Performance Hood
- T/A Inspired Rear Spoiler
- Full Width Tail Lamp
- Racing Style Fuel Door
- Performance Seats



Hardware

- HEMI Engines
- Track Pack MTX Group
- Brembo Performance Brakes
- 20" Aluminum Wheels
- Functional Hood Scoops
- Functional Spoilers



Technology

- MYGIG
- Navigation
- UConnect
- ESP with Traction control
- Sirius Satellite Radio
- Boston Acoustics
- Kicker Premium Audio
- SRT exclusive Performance Pages
- Remote Start
- HID Headlamps
- Keyless Go



Performance

- 425 hp 6.1L Hemi – SRT8
- 375 hp 5.7L Hemi – R/T new for '09
- 250 hp 3.5L V6 – SE new for '09
- Tremec 6 speed manual
- 5-speed autostick
- Limited Slip differential
- Performance
 - Steering
 - Brakes
 - Suspension



Competitive Edge

B-I-C Room

- Best-In-Class Interior Room
- Best-in-Class Cargo Capacity
- Useable Back Seat (Seating for 5)
- 6.1L Hemi V8 (on SRT8), 5.7L Hemi Rear Wheel Drive w/MDS (on R/T)



- Available Track Pack MTX Group on R/T and SRT8
- 3.5L high output V6 (on SE) provides an outstanding combination of performance, fuel economy, quietness, and durability
- Std. Electronic Stability Program (ESP), all-speed traction control, brake assist, sport tuned steering, four-wheel disc anti-lock braking system
- Lifetime Powertrain Warranty



Product Line-Up



6.1L Hemi V8

- 20-in. forged alum wheels
- Avail options include: -Sunroof, NAV Radio, SRT8 option 2 sound pkg., 3 season tires, stripe delete



5.7L Hemi V8 w/MDS

- 18-in. machined alum wheels
- Avail. with 6-sp manual trans
- Avail. with optional R/T Pop. Equipment Package



3.5L H.O. V6

- 17-in. machined alum wheels
- Avail. with optional SE Pop. Equipment Package

Recommended Mix

- Challenger SE – 17%
- Challenger R/T - 68%
- Challenger SRT8 – 15%

09MY Journey



Best-in-Class Fuel Economy and Starting Price!

Quality / Value



- **Best-in-Class Fuel Economy**
- Available 3 rows of seating (not available on Ford Edge)
- **Best-in-Class Starting MSRP*** that is below Edge, Equinox, Santa Fe and Rav4
- Available AWD
- SXT offers a 30% discount on its content price over SE

09 SXT value over SE:

• 3.5L	
• 17" wheels	
• Sunscreen Glass	
• Speed control	
• Auto Headlamps	
• Flip 'N Stow	
• Sirius	
• And more	
Content Value	= \$4,453
Discount 30%	= (\$1,333)
MSRP added	= \$3,120

Right Vehicle at the Right Time!



Competitive Edge

- **Best-in-Class* Fuel Economy (19 city/25 hwy)**

Class-exclusive* features:

- **Best-in-Class*** storage systems with:
 - Flip 'n Stow in-seat storage
 - Rear in-floor storage bins
 - Rear tri-fold rear floor
 - Tilt 'n Slide second row seats
- ChillZone beverage bin
- LED lighting and removable flashlight
- iPOD interface connector
- UConnect GPS NAV & 30GB hard drive
- Lifetime Powertrain Warranty



Plus, Journey offers:

- 3rd row seat (N/A on Edge and Equinox)
- Child Booster seats (N/A on Edge, Equinox, Santa Fe and Rav4)



5 Star Safety Rating (N/A Edge / Rav4)

More safety features

- ESC, ABS, Traction Control
- ParkView® Rear Back-up Camera
- Six airbags
- Available AWD

Recommended Mix

SE -	10%
SXT FWD -	61%
SXT AWD -	12%
R/T FWD -	9%
R/T AWD -	8%

*Based on Ward's 2008 Large Cross/Utility Segment

09MY Grand Caravan



No other Minivan has better fuel economy, features or value !

Quality/Value Improvements

SE

• Added body-color door handles and body-color body-side molding standard on SE



08MY SE



09MY SE

Body-color body-side molding and door handles

Improved Appearance

'09 SXT L value over SXT K:	
•Leather seats (8 way power)	= \$3,045
•4.0L engine (17/25 F/E)	= (\$680)
•Power liftgate	= \$2,365
•17" wheels	
Content Value	
Discount 22%	
MSRP added	

SXT

• All-new SXT "L" - 8 way power-heated leather seats, 4.0L, Power liftgate, 17" wheels, and more at 22% discount

• Unsurpassed fuel economy on 4.0L (**17/25 MPG!**) now optional on SXT K



25MPG!

Competitive Edge

• Starting Price below Odyssey & Sienna

• SXT "L" offers leather for \$2,600 MSRP below Odyssey's Leather package

• Class-exclusive features...

- Stow 'N Go 
- Swivel 'N Go
- Dual DVD - Sirius Backseat TV (streaming video)
- UConnect Studios with DVD/MP3 & 30G hard drive
- Lifetime Powertrain Warranty 

• **Other features not on Odyssey / Sienna**

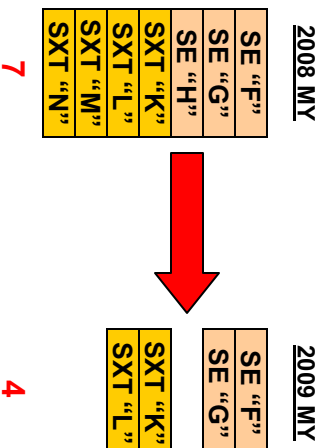
- Remote Start
- 1st and 2nd row heated cloth or leather seating
- 8 way power driver and passenger seats
- One-touch power folding 3rd row seat
- Tailgate seating

• **More Safety Feature:**

- 5 Star Crash Test Rating
- ESC, ABS, Traction Control
- 3 row side-curtain airbag
- ParkSense® Rear Park Assist System
- ParkView® Rear Back-up Camera
- Blind Spot Detection / Rear Cross Path System
- Integrated 2nd Row Booster Seats



Simplification



Recommended Mix

- SE F – 13%
- SE G – 18%
- SXT K – 45%
- SXT L – 24% (**All-new with 4.0L**)



09MY Nitro

New appearance on SE !

Quality Value Improvements

SE (new name - replaces SXT)

• Added body-color fender flares and fascias, floor mats, and Automatic Transmission standard

08MY SXT



09MY SE



Body-color fender flares and fascias



09 SLT value over SE:	
•17" wheels	
•Power driver seat	
•Load 'N Go	
•EVIC	
•UGDO	
•Premium Cloth Seats	
•Bright Bezels	
•And more	
Content Value	= \$1,965
Discount 50%	= (\$1,050)
MSRP added	= \$915

SLT

• Offers about \$2,000 in content at a 50% discount over SE

Competitive Edge

• Class-Exclusive 20" wheels

• Class-Exclusive Load 'N Go

• Class-Exclusive UConnect Studios

• Most tech-friendly features in its class

• Two V6 engines (3.7L and 4.0L)

• Class-Exclusive 1st and 2nd row reclining seats

• **Safety Feature:**

- 5 Star Crash Test Rating
- ESC, ABS, Traction Control
- ParkSense® Rear Park Assist System
- ParkView® Rear Back-up Camera



• **Lifetime Powertrain Warranty**



Simplification

SE

-Added body-color fender flares and fascias standard

-Dropped the manual transmission

Recommended Mix

- 2WD and 4WD
- SE B – 18%
- SE C – 37%
- SLT F – 27%
- SLT G – 13%
- R/T – 15%

09MY Durango



More Standard Equipment and All-new Durango Hybrid!

Quality / Value Improvements

SE (new name - replaces SXT)

Added body-color front and rear fascias, fog lamps and floor mats now standard



08MY SXT



09MY SE

Body-color front and rear fascias

Fog Lamps

Improved Appearance

NO CHARGE!

'09 SLT:

- Body-color body/side molding
- Compass/Temp
- EVIC
- Auto Headlamps
- 8 speakers (vs. 6)
- And more

Content Value	= \$1,155
Discount 100%	= (\$1,155)
MSRP added	= \$0

SLT

Added \$1,155 in content at No Charge

Limited

• ParkView® Rear Backup Camera now standard
 • 20" chrome wheels now standard

Hybrid

• New 5.7L Hemi Two-Mode Hybrid 4x4 (20 city / 22 hwy) – 40% F/E improvement over 5.7L gas engine. (\$2,200 tax credit available)

B-I-C Fuel Economy!

Competitive Edge

- **Best-in-Class*** Towing (8,950 lbs.)
- **Best-in-Class*** Interior Room
- **Best-in-Class*** Cargo Room
- **Best-in-Class*** Seating, able to accommodate 8 passengers
- **Best-in-Class** Fuel Economy
- Hybrid is nearly \$8,000 less MSRP vs. Tahoe



• Two-mode Hybrid produces 400HP – Most Powerful Hybrid

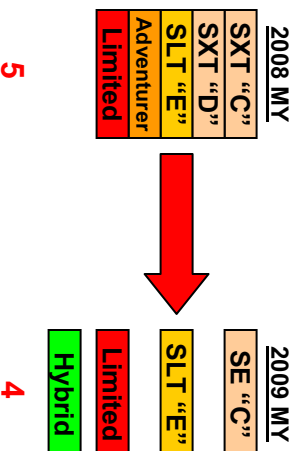
• Durango Hybrid fuel economy is better than Tahoe (Tahoe 20c/20h)

• Standard 5 Star Crash Test Rating, ABS, ESP, and Available ParkSense® Rear Park Assist System and ParkView® Rear Back-up Camera

• Lifetime Powertrain Warranty



Simplification



Recommended Mix

2WD SE – 22%, SLT – 14%, Limited – 8%
 4WD SE – 4%, SLT – 22%, Limited – 24%
 Hybrid – 6%

*Based on Hybrid versus 5.7L Hemi V8 (6,000 lbs on Hybrid)
 *Durango non-Hybrid Model based on Automotive News Classification



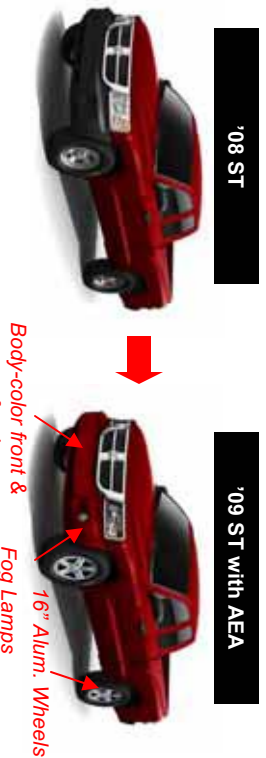
09MY Dakota

New optional exterior package for ST; Big Horn replaces SXT

Quality / Value Improvements

ST

- Optional ST Appearance Package (AEA) improves the exterior appearance of the base ST model
- Available with more fuel efficient 3.7L V6 engine:



'09 ST Appearance Package (AEA):

- Body-color Front Fascia
- Body Color Rear Bumper
- Fog Lamps
- 16" Aluminum Wheels

Content Value = \$820
 Discount 50% = (\$420)
 MSRP added = \$420

Improved Appearance

Big Horn / Lone Star

- '08 MY Big Horn/Lone Star model replaces SXT – includes:
 - Automatic transmission
 - Body-color front & rear fascias
 - Fog lamps
 - 17" Aluminum wheels
 - Accent color grille.

Laramie

- Laramie price point lower than '08MY:
- 4.7L engine and leather seats are now optional (3.7L and premium cloth standard)

Competitive Edge

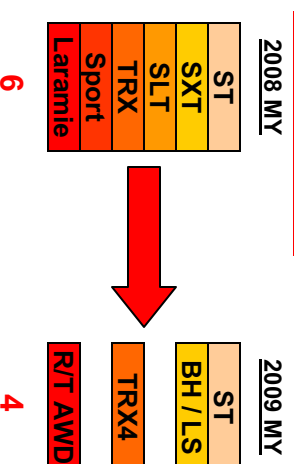
- Best in Class payload and towing



- Best in Class power and performance with 4.7L V8 engine
- Best in Class interior room
- 4WD / Off Road capability
- Crate 'N Go™ Storage System
- Bold styling
- 5-Star Front & Side Crash Test Rating
- Lifetime Powertrain Warranty



Simplification



Recommended Mix

ST	20%
Big Horn / Lone Star	65% <i>(New)</i>
TRX4	5%
Laramie	10%

Look for the Ram
Launch Kit Mailing
Due in your store
Oct. 27

09MY Ram 1500

Out-Tough, Out-Smart the Competition



Key Product Highlights

Bold New style, Innovative Features, Hemi Power and Great Ride



New "Crew"

Multi Link
Coil Spring
Rear
Suspension



Factory dual exhaust



Innovative storage



New 390-hp
Hemi with 20
MPG



Exclusive RamBox



Crafted Interior

6'4" Box

Regular Cab

8' Box



Quad Cab 6'4" Box

Ram Crew 5'7" Box



Competitive Edge

- **Best in Class Ride and Handling**
- **Best in Class Combination of power and fuel efficiency**
- **Faster 0-60 while towing or carrying payload**
- **Exclusive RamBox**
- **Class-Exclusive Heated and Ventilated Front Seats and Heated Steering Wheel**
- **Class Exclusive Heated Rear Seats**
- **Best in class aerodynamics**
- **Class-exclusive factory dual exhaust**
- **Class-exclusive Sirius Backseat TV**
- **Lifetime Powertrain Warranty**



Recommended Mix

	Reg	Quad	Crew
ST	65%	10%	-
SLT	30%	35%	40%
BH/LS or Pop. Equip.	-	30%	25%
TRX	-	5%	5%
Sport	5%	10%	15%
Laramie	-	10%	15%

09MY Ram 2500 / 3500



Engine/Transmission lineup simplified; HEMI® performance improved

Quality / Value Improvements

- New 5.7-liter HEMI® V-8 VCT (Variable Cam Timing) engine for 2500 models:
 - Horsepower improved from 345 to 383
 - Torque improved from 375 lb. ft. to 400 lb. ft.
- 5-speed Automatic transmission now standard
- Includes additional overdrive ratio - providing increased fuel economy and reduced engine noise at highway speeds



'08 HEMI®

345 HP
375 lb. ft.
Torque



'09 HEMI®

383 HP
400 lb. ft.
Torque



Auto Trans.



- Cummins® 6.7L Diesel engine standard on all 3500 models:
 - 350 HP and 650 lb. ft. torque for outstanding performance and fuel economy
 - Best in class low-end torque
 - Most durable and reliable diesel engine in it's class
 - BLUETEC status – cleanest engine in the Heavy Duty segment
 - Anti-lock rear axles standard on all 3500 models
- Remote start now available with both gas and diesel engines

Competitive Edge

- Segment-exclusive Mega Cab – world's largest pickup cab
- 6 speed automatic transmission with 2 overdrive gears provides superior launch capability and improved fuel economy in addition to Electronic Range Select allowing the driver to manually change gears to match driving conditions
- Ram Power Wagon offers the only “true” off road truck in its class with superior off road capability for any type of off-road work or personal-use environment
- Class-exclusive electronic disconnecting front sway bar and front/rear axles for severe off-road work conditions

Recommended Mix

	<u>Ram 2500</u>	<u>Regular</u>	<u>Quad</u>	<u>Mega</u>
4x2	ST	70%	12%	-
	SXT	12%	18%	34%
	SLT	18%	64%	48%
	Laramie	6%	6%	18%
4x2	Laramie	-	72%	15%
4x4	ST	30%	4%	-
	SXT	25%	13%	10%
	SLT	45%	70%	50%
	Laramie	-	13%	40%
4x4	Laramie	6%	76%	18%
<u>Ram 3500</u>				
4x2	ST	52%	6%	-
	SXT	18%	9%	20%
	SLT	30%	77%	54%
	Laramie	-	8%	26%
4x2	Laramie	5%	75%	20%
4x4	ST	20%	2%	-
	SXT	20%	6%	8%
	SLT	60%	67%	42%
	Laramie	-	25%	50%
4x4	Laramie	2%	70%	28%