

## **Dodge Enters China With a Bold and Powerful Statement**

- Dodge brand officially enters Chinese market with first products revealed at Auto Shanghai 2007
- The best-selling Dodge Caravan will be locally produced in China for the Chinese market
- Dodge Caliber will be the first imported Dodge vehicle available to customers in China
- Portfolio of Dodge vehicles underlines the breadth and potential of the brand

April 19, 2007, Shanghai - Dodge officially enters China with a bold and powerful statement at Auto Shanghai 2007 as it premieres the first two products for the brand: the locally produced Dodge Caravan and imported Dodge Caliber.

These two Dodge vehicles, in addition to the other Dodge products on display at the Shanghai show, clearly underline the scope and potential of the Dodge brand.

Each of these vehicles delivers the four key attributes of the Dodge brand: bold, powerful, capable and street smart ... and together they stress the exciting present and future of the brand as it continues to expand into the global automotive market.

"We have a clear and assertive brand identity for Dodge," said Thomas Hausch, Executive Director – International Sales and Marketing, Chrysler Group. "We established a strong and distinct character for our new Dodge products and now expand the brand into China, one of the most promising automotive markets in the world. As we begin to define the brand through its products at Auto Shanghai 2007, we can clearly illustrate the breadth, potential and excitement that the brand offers."

### **Dodge Caravan**

The new Dodge Caravan precisely interprets the mission of Chrysler Group to make the best-selling minivan in the marketplace the best looking, while staying true to the minivan formula of a right-size vehicle designed from the inside out.

The 1984 introduction of the modern minivan by the Chrysler Group changed the way people thought about family and business transportation. Designed with a formula that has proven to be successful for 23 years, the new Dodge Caravan for the Chinese market continues to embrace the original minivan formula with modern enhancements.

The Dodge Caravan stays true to the original design theme, striving for more comfort and convenience. With easy entry and exit; chair-height seating; a low, flat floor; flexible seating options with the Stow 'n Go™ seating and storage system; and multiple safety and convenience features, the Dodge Caravan has matured into a pleasant, comfortable and useful vehicle.

The Dodge Caravan is instantly recognizable as a Dodge by its bold styling and distinctive crosshair grille that has become the "face" of Dodge.

The Caravan is the first Dodge vehicle to be built in China, and will be produced at Southeast Motor (SEM), a Chinese auto manufacturer based in Fuzhou, in the Fujian province of southeast China, under a license agreement reached between Chrysler Group and SEM. The Caravan will begin sales in China toward the end of 2007.

"The decision to build the Dodge Caravan in China for the local market is key to being competitive in a country where significant growth opportunities are anticipated for years to come. Our leadership is committed to the expansion of the Dodge brand outside North America, and partnerships such as this one will help us to ensure the brand's success," said Hausch.

### **Dodge Caliber**

With its successful entry into markets around the world, and securing its place as the top-selling Chrysler Group

product outside North America this year, the Dodge Caliber now arrives to China. Caliber is a new slant on the C-segment, combining bold styling with high value and utility. The Caliber will appeal to customers who want Dodge attitude packaged with the capability and versatility of a sport-utility type vehicle, plus high fuel efficiency.

Dodge Caliber is a five-door vehicle that combines a sporty coupe-like profile with the strength, stance and functionality of an SUV. Caliber's sheer surface treatment commands attention and evokes attributes that define the Dodge brand: bold, powerful, capable and street smart. Smart engine options, innovative features and high levels of safety and security round out the appealing package.

The new Dodge Caliber will be available for customers in China starting in the first quarter of 2008.

#### **Dodge Viper SRT10 and Dodge Avenger**

Dodge Viper SRT10 is the ultimate American sports car and the icon of the brand. It offers unbelievable power with stunning performance from its 8.3-liter V-10 engine and instantly recognizable looks.

The Dodge Avenger is an all-new, four-door, mid-size segment sedan that combines bold, aggressive Dodge styling with power and performance, fuel efficiency, innovative interior features and high levels of safety and reliability.

Both of these vehicles on display at Auto Shanghai 2007 are further tangible proof of the progress of the Chrysler Group product offensive and the great potential for the Dodge brand in China and other international markets.

#### **Dodge Brand**

With a U.S. market share of 6 percent, Dodge is the Chrysler Group's best-selling brand and the fifth-largest nameplate in the U.S. automotive market. The Dodge brand has been producing vehicles for over 90 years.

In 2006, Dodge sold more than 1.3 million (1,345,517) vehicles in the global market. The Dodge global portfolio includes a range of cars, trucks, minivans and sport-utility vehicles.

"The expansion of the Dodge brand into our key volume markets outside North America allows us to increase volume while leveraging our established dealer network and distribution structure," said Hausch. "Dodge also appeals to a different type of customer than Chrysler and Jeep®, and its global expansion will contribute to our sustainable, profitable growth."

With continued strong sales, Dodge leads the Chrysler Group's brands in growth outside North America and could account for approximately 30 percent of Chrysler Group's sales outside North America by the end of 2009.

Additional information and news on the Dodge brand and its vehicles are available on the Internet at <http://www.discoverdodge.com.cn>.

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