

Dodge



Different.



# We put people in better places ...



Dodge Ram

*It began with ideas so original, people sat up and took notice. Whoever heard of a minivan before Dodge introduced a new kind of people mover called Caravan? Why didn't anyone think of a passenger-friendly pickup before Dodge unveiled the Ram Quad Cab™? What prevented sports car designers from beating Dodge to the finish line with a 450-horsepower, all-aluminum V10 engine?*

*Maybe it was their old-fashioned way of doing business, instead of the decidedly different platform team concept employed by Dodge. By giving its people the opportunity to find smarter answers to tough questions, Dodge was able to create a lineup of cars and trucks that make transporting passengers and cargo easier. And much more exciting. By following their heads and their hearts instead of someone's inflexible rules, talented Dodge team members found ways to accommodate people that go far beyond more doors, extra seats, and added horsepower. And in the process, they have changed forever the way we drive.*



Dodge Grand Caravan



*Best-in-class features became a priority. A compact sport utility with optional seating for eight? Not a problem, especially when you already have the longest wheelbase and widest track of any domestic compact sport-utility vehicle. Those dimensions also help account for Dodge Durango's stable and comfortable ride.*

Dodge Durango



*Sophisticated computer modeling brought aerospace technology down to earth. In its very first U.S. automotive application, the aerospace industry's Digital Model Assembly allowed Dodge Intrepid designers and engineers to analyze a complete car on the computer screen, making certain all parts fit together without interference. Total elapsed time? Eight minutes.*

# ... make them capable of accomplishing more ...

*Nothing was left to chance. Engineers and designers asked countless questions to create a midsize sedan that has all the answers. From where you put passengers to where you put their luggage. From how you make it practical to*



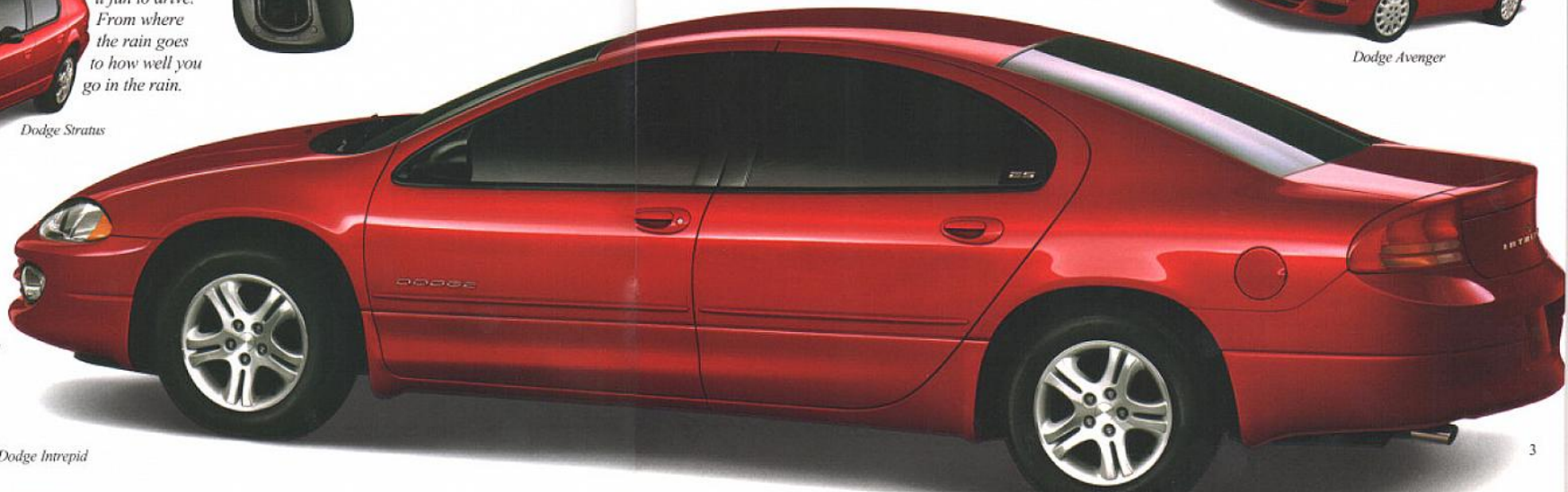
Dodge Stratus

*how you make it fun to drive. From where the rain goes to how well you go in the rain.*



*More choices were put directly into driver's hands. Like the chance to choose between conventional, fully-automatic shifting and clutchless manual shifting, anytime you please. Dodge calls it AutoStick.™ You'll call it remarkable.*

*Conventional thinking was challenged, time and again. After stunning the automotive community with its innovative cab-forward design that made vehicles sleeker, roomier, and more drivable all at the same time, Dodge introduced its second generation cab-forward design. The result? Even more of the same good stuff.*



Dodge Intrepid



Dodge Neon

*Substance is never sacrificed for style. Everybody wants a good-looking automobile, but not at the expense of convenience, safety, durability or innovative technology. Fortunately, the designers and engineers responsible for Dodge cars and trucks are of one mind. Simply put, they want drivers to have it all: looks, personality, brains, and a solid body.*



Dodge Avenger

*Interiors that seat more, vehicles that do more. Four-door pickups that seat five or six. A compact sport utility that seats up to eight. A full-size Maxiwagon that seats 15. There's a trend here and Dodge is creating it, year after year. You want to tow a lot? Dodge puts Magnum® engines of four, six, eight, even 10 cylinders at your command. Inside, on most models, you'll find seats that fold. Outside are pickup beds that can be divided horizontally and vertically for more flexible hauling.*

*Dodge Dakota Quad Cab™  
(Available to order October 1999)*



*Here comes our take on the future of rapid transit. It's the beginning of a whole new series of high-performance vehicles from Dodge called R/T. Those initials stand for road and track. Over 30 years ago, the R/T designation was reserved*



*Dodge Intrepid R/T and 242-horsepower 3.5-liter Magnum V6*



*for the ultimate in Dodge performance. Today, it stands for the very same thing, as you will soon discover in the Intrepid,\* Dakota, and Durango R/T\* models.*

*\*Late availability.*



*Dodge Viper*

*A piece of thinking so original, it changed who we are. We're talking about the V10-powered Viper. It not only turned the heads of automotive enthusiasts, it helped Dodge create — through teamwork — better ways of designing and building exciting new vehicles.*

# ... and empower their every move.

*The Next Generation of Magnum power begins with 4.7 liters of V8 capability.*

*Single overhead cam design. Aluminum construction. Rated at 235 horsepower and 295 lb-ft of torque (early estimates).*

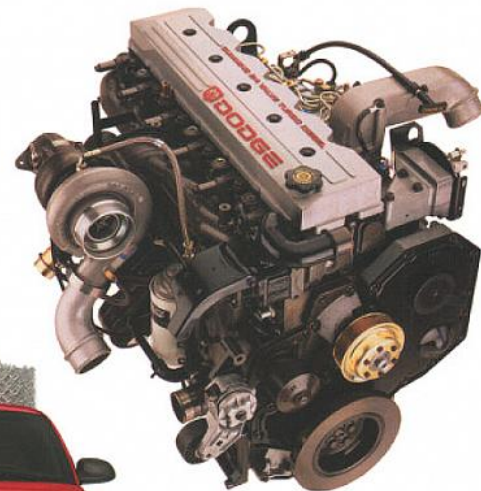
*No wonder one of the automotive industry's most prestigious publications, Ward's Auto World rated this one of the world's best engines.*



Dodge  Different.

*No more "business as usual." Dodge offers many special values to business. These include choices of On The Job bonus savings on the purchase or lease of any eligible Dodge Ram Pickup and Chassis Cab, Dakota, Ram Cargo Van, Ram Passenger Wagon or Conversion Van. The choices include a cash allowance, extended service contract, and allowances for special equipment. In addition, qualified commercial customers may realize special APR reductions on any Dodge vehicle when financing through Chrysler Financial Company, L.L.C.\* Also available are TRAC, Capital or Municipal Lease options that can include tailor-made leasing terms. See your Dodge dealer for details.*

*\*Chrysler Financial Company, L.L.C. programs are offered subject to availability and state and local laws.*



*The ultimate power trip. Leave it to Dodge to offer the legendary power of the Cummins Turbo Diesel. More specifically, the Dodge Ram Pickups can be outfitted with the 5.9-liter 24-valve Cummins Intercooled Turbo Diesel engine that's good for 460 lb-ft of torque.\**

*\*420 lb-ft. with the automatic transmission.*

# Intrepid



*Prepare for departure. New Intrepid R/T\* puts change at Dodge into the fast lane with a 3.5-liter overhead cam Magnum® V6 power plant producing 242 horsepower. Handling is tight, and control maintained, from the leather-wrapped steering wheel and shifter to Intrepid's four-speed automatic with AutoStick®. A rear spoiler, painted aluminum 17-inch wheels, and low-profile tires round out the R/T package.*

*\*Late availability.*



*Expect less noise. The exemplary aerodynamics of cab-forward design and a rubber-isolated rear suspension member help keep Intrepid's cavernous interior surprisingly quiet.*



Dodge Intrepid ES shown in Inferno Red

**24-valve salute.** Intrepid and Intrepid ES come equipped with a 2.7-liter aluminum V6, with the higher-performance 3.2-liter overhead cam V6 optional for ES. Both engines have been tweaked with innovations like cast iron cylinder liners to enhance performance.



**Winner of Car and Driver's "10Best" Award, two years in a row.** Intrepid shows how different can be better. An advanced computer analysis system helped fashion a sleeker, stronger, and lighter body for Intrepid. It helped engineer a smooth suspension system, and create a smart climate control system that anticipates changing conditions. It even made the best use of a 60/40 split-folding rear seatback and 18.4 cubic feet of trunk space.



**Play it safe.** Low-Speed Traction Control, optional on Intrepid ES, prevents wheels from spinning on slippery surfaces at speeds of up to 35 mph.

# Durango

*Four-wheel thrive. Durango is available with either part-time or full-time four-wheel drive, which means it's ready to take you just about anywhere you want. Whenever you want.*



*The power of choice. Choose either the new 235-horsepower Next Generation 4.7-liter overhead cam Magnum® V8 on 4x4 models, the venerable 230-horsepower 5.2-liter Magnum V8 on 4x2 models, or king of the hill 245-horsepower 5.9-liter Magnum V8 available with the SLT model or RT Sport Group\*, to propel your Durango down the highway. Either way, you have the power and torque you need to go off-road or tow your favorite land and water toys.*

*\*Late availability.*



*Best of our bests-in-class. At 88 cubic feet, Durango's cargo space is flat out best-in-domestic class. The standard second-row 60/40 split-bench and the optional second-row Fold-and-Tumble™ 40/20/40 split-bench (included with the optional third-row seat) are easy to configure for carrying cargo, people, or some of both. Or tow it behind you. With Durango 4x4's Next Generation 4.7 liter SOHC Magnum, you can tow up to 5,750 pounds. The 5.2-liter Magnum V8 on 4x2 models lets you tow up to 6,000 pounds. The 5.9-liter Magnum V8 gives you the power to pull even more — up to 7,650 pounds.*

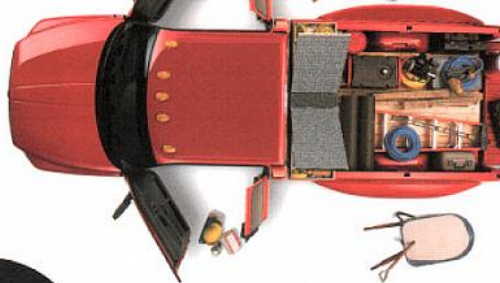


Dodge Durango SLT 4x4 shown in Chili Pepper Red

# R



*Shift-on-the-fly four-wheel drive is standard on all Ram 4x4s and features a solid front axle.*



*Hard to fill, easy to load. Ram Pickup Club Cab® and Quad Cab™ models have front/rear three-adults-across seating. Rugged, smart cargo bed can divide loads into three sections or two tiers.*

*Properly secure all cargo.*



*One of the rules Ram changed forever about pickups was that trucks just can't last long. Especially after Dodge Ram Pickup was named "longest-lasting full-size pickup on the road."\* Some other experts are impressed by Dodge's different approach to building pickups. Which may be why Ram has received Strategic Vision's Total Quality Award™ for "Best Ownership Experience" among full-size pickups.† Dodge, and Dodge Ram Pickup, are playing by a different set of rules. But they're keeping a lot of people happy.*

\*Based on percentage of 7/89 through 7/98 new pickup registrations still registered as of 7/1/98. Data source: The Polk Company.

†Strategic Vision's 1998 Vehicle Experience Study™ surveyed 32,191 October/November 1999 buyers of 200+ models after the first 90 days of ownership.



*Magnum® power rules. Whichever Ram you choose, now that's different.*

*Dodge Ram Quad Cab SLT shown on Flame Red/Light Driftwood*



**C** *The very idea of it was different. So it follows that Caravan would become the most innovative minivan ever. The originator of more firsts\* makes people take a second look, which is usually the last one necessary. How else would Caravan become a Consumers Digest "Best Buy" for 10 years in a row? Or spend 15 years as America's best-selling minivan?*

\*First claims exclude other DaimlerChrysler vehicles.

**Roller jockeying.** Easy Out Roller Seats® feature wheels that retract (like aircraft landing gear) under the second- and third-row bench seats. Snap the control levers down and roll the seats out the back.

**Habitat of highly effective people.** Caravan seating choices include available Quad Command seats on all models except base. All second- and third-row seatbacks recline or tilt fully forward to provide a flat load surface except on base models. Storage space under the seats lets you carry skis or up to 28 two-by-four-inch boards. Meanwhile, up to seven passengers have plenty of cup holders and storage compartments. The instrument panel drawer cradles drinks with adjustable cup holders, and it treasures coins. A lockable drawer under the front-passenger seat makes secure storage a drawn-out procedure.

# Caravan



*Properly secure all cargo.*

**Go configure.** Both Caravan and Grand Caravan may be configured for just about any use. Convenient driver's side sliding door (standard on all models except base) makes for even easier access.



*Dodge Grand Caravan ES shown in Inferno Red*

# Neon



**Hip room.** The handsome, roomy interior with its ergonomically correct placement of controls was the first from Dodge to be designed with Virtual Reality technology.

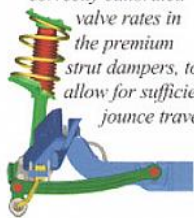


**Always on guard.** The Sentry Key™ Engine Immobilizer assures that no one can operate your Neon but you. You'll also find a unique Brake-Park Interlock, user-ready child seat top tether anchors, and an instrument panel seat belt light that stays on until you've buckled up. These large car amenities on a compact car may be one reason why Automobile Magazine calls Neon, "... a real, substantial car, and one of the better deals on the market."



**Authority figure:** 132 horsepower. Neon's sophisticated 2.0-liter single overhead cam engine features 16 valves and a sequential multipoint fuel injection system which precisely blends fuel and air in the combustion chambers. Advanced computer design helped us modify engine mounts to help reduce engine vibration.

A few millimeters can make all the difference in a vehicle's suspension. Neon's engineers came up with the right spring rates, and correctly calibrated valve rates in the premium strut dampers, to allow for sufficient jounce travel.



**Substance defined.** Just to make Neon quiet, our designers and engineers made doors full-framed, strengthened body welds, revised engine mounts, and found a whole new way to install the instrument panel. Then they placed this solidly sealed interior inside of a rigid frame and on a supple, responsive suspension — just to make Neon a joy to drive.

Dodge Neon ES shown in Flame Red

# Dakota

**V8  
MAGNUM**

*The possibilities are endless when you consider the power and flexibility that Dodge Dakota offers. From the strength of its Magnum® engine lineup to its superior storage, capacity, and hauling capabilities.*

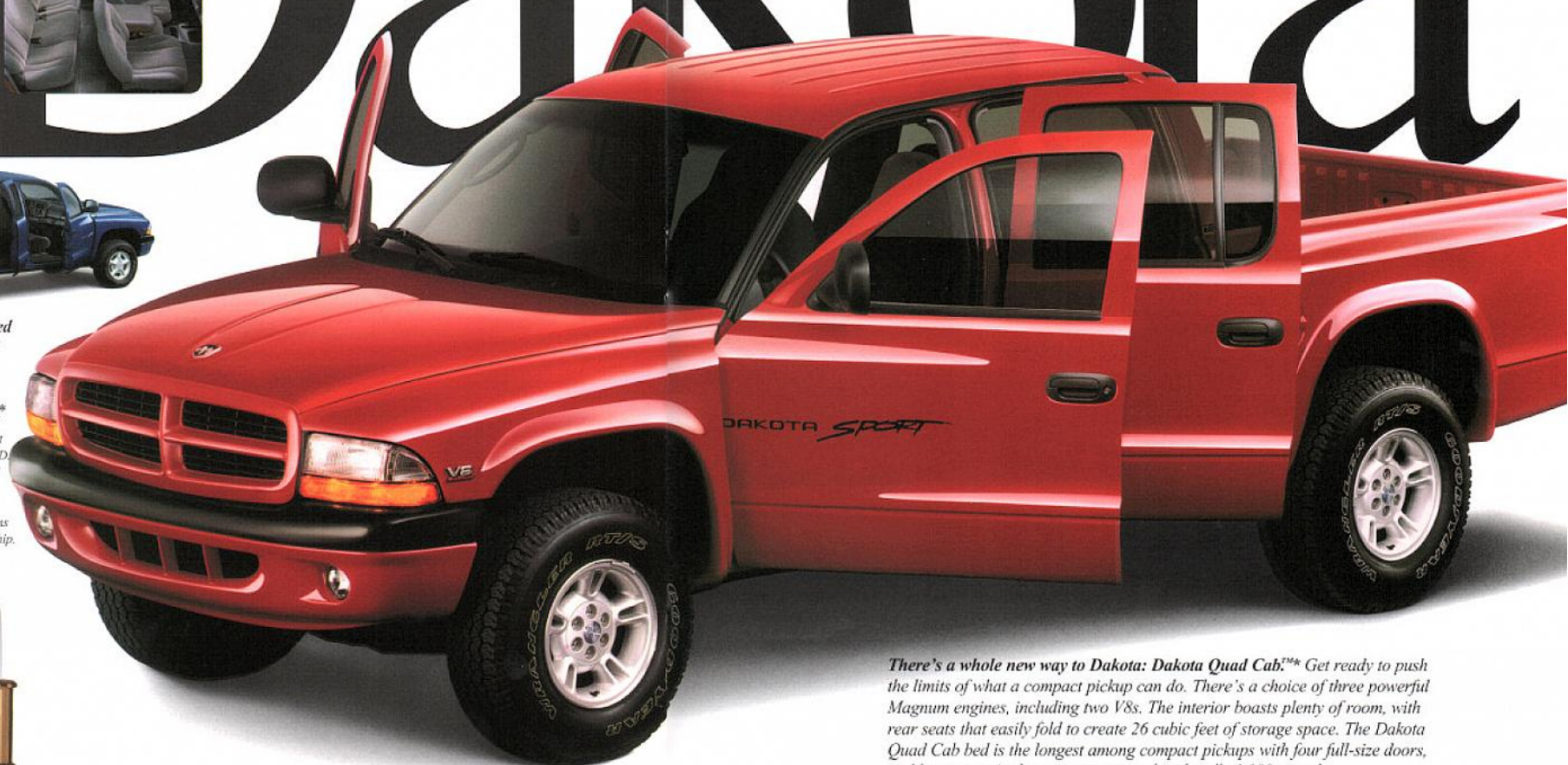
*Dakota's towing and payload are best in class. A choice of axle ratios, a standard 22-gallon fuel tank (24-gallon on Quad Cab) and the muscle of Magnum® engines keep you going for the long haul.*

*New Dakota Quad Cab™ has four full-size doors, including rear doors that swing way open — 84 degrees — for easy access to the backseat.*



*Dakota has been recognized for bests, like being ranked "Best Compact Pickup in Initial Quality" by J.D. Power and Associates.\**

*\*The Dodge Dakota was the highest ranked Best Compact Pickup in J.D. Power and Associates 1999 Initial Quality Study.† Study based on a total 41,004 Consumer responses indicating owner reported problems during the first 90 days of ownership.*



*There's a whole new way to Dakota: Dakota Quad Cab.™\*\* Get ready to push the limits of what a compact pickup can do. There's a choice of three powerful Magnum engines, including two V8s. The interior boasts plenty of room, with rear seats that easily fold to create 26 cubic feet of storage space. The Dakota Quad Cab bed is the longest among compact pickups with four full-size doors, and has cargo tie-downs strong enough to handle 1,000 pounds.*

\*\* Dakota Quad Cab available for order October 1999

Dodge Dakota Quad Cab™ Sport 4x4 shown in Flame Red

# Stratus



*Have your cake and eat it, too. Both automatic and clutchless manual shifting are yours with available AutoStick®— and all in one neat fistful.*

*Because you need your space. Cab-forward design gives Stratus a surprisingly spacious interior with room enough for five adult passengers. A folding rear seatback allows you to add another 95.9 cubic feet of cargo space to Stratus' 15.7 cubic feet of trunk space. On the right is Stratus ES' available leather-trimmed interior. Shown in Agate. Also available in Camel.*

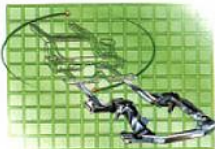


*It's safe to say Stratus knows how to safeguard its passengers. Next Generation driver and front-passenger air bags\*, child-protection rear door locks, and steel side-guard door beams are all standard.*

\*Certified to the Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children.

*When everything must come to a halt. The available four-wheel disc antilock brake system helps keep you in control when driving conditions require quick thinking and reliable braking. Double wishbone suspension standard on Stratus ES.*

*Inflexible flyer. The straight-rail underbody has the tensile rigidity to make a secure and satisfying connection between you, your Stratus, and the road.*



Dodge Stratus SE shown in Inferno Red

# Avenger



*When striking good looks aren't enough, a healthy dose of engineering substance can transform a boldly styled car into a first-rate sports coupe: Dodge Avenger. With its overhead cam V6 engine coupled to a precise shifting four-speed automatic transaxle, Avenger delivers the performance serious drivers crave. Drivers craving everything should consider Avenger ES with its standard leather trim and six-way power driver's seat.*



*Take charge of the road with a sway-surmounting front stabilizer bar, speed-sensitive rack-and-pinion power steering, and fully independent double-wishbone suspension. All-season tires and available antilock brakes add to your over-the-road confidence.*



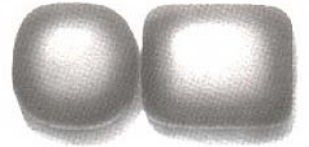
*At Avenger's heart is a 163-horsepower overhead cam V6 that delivers 170 lb-ft of torque at 4,350 rpm. That's power enough to carry the people or things you'll find plenty of room for — thanks to a rear seatback that can be split-folded for added space.*



*Dodge Avenger Sport shown in Indy Red*



*The complete line of full-size Dodge Ram Vans — Passenger Wagons, Cargo Vans, and Conversion-ready Vans — are built with rigid Unibody construction with heavy-duty corrosion protection. With the 3500 Maxivan, payloads cover up to 4,200 pounds; cargo space reaches 294.6 cubic feet. The Ram 3500 Maxiwagon seats up to 15 people comfortably. Choose from a variety of window and side and back door possibilities.*



*Next Generation driver and front-passenger air bags\* are standard on every van model. Cargo vans equipped with two front seats include an on/off switch for the passenger air bag.*



\*Certified to the Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children. Rearward-facing child seats can be used in the front seat of Ram Cargo Vans with two front seats only with the passenger air bag turned off.

# Ram Vans & Wagons

*Forward thinking means you enjoy extra front/rear walk-through room, with extra storage space for cassettes, CDs, cups ... even an 8 1/2 x 11" clipboard.*



*Change at Dodge is evident even in our Conversion Vans, which are custom-outfitted to your specific needs. Ram Conversion Vans are available only from factory-approved converters.*



Dodge cars and trucks shown clockwise from bottom left: Viper, Intrepid R/T, Stratus, Avenger, Neon, Caravan, Ram Conversion Van, Dakota Quad Cab,<sup>†</sup> Ram Pickup, and Durango R/T.



# We'd love to take you home.

**Dodge can get you there** with great vehicles that are easy to own and exciting to drive, and with programs that make acquiring and maintaining your new Dodge car or truck a truly satisfying experience. One way is by providing our owners with timely communications that give them important information right in their homes. And when they visit their dealership, Dodge owners get more of what they want, including the fastest, most courteous service possible.

**We're honored.** Over the last several years, Dodge cars and trucks have received numerous awards from prestigious organizations that track owner satisfaction and vehicle quality. Other honors have come from automotive and consumer

publications' editors who evaluate cars and trucks for a living. Although we don't create vehicles to win awards, we're still flattered every time another one finds a home in the Dodge trophy case. To learn about the most recent awards bestowed upon our Dodge vehicles, call 1-888-4-A-DODGE.

**Call Us At: 1-888-4-A-DODGE** Talk to someone who can tell you what you want to know about the entire Dodge lineup. You can order product literature, get the price of a vehicle equipped the way you like it, and find the Dodge dealer closest to you.

**3/36 Customer One Care™ Plan** Your Dodge vehicle is covered by DaimlerChrysler Corporation's 3/36 Customer One Care Plan.\*



This coverage includes a 3-year or 36,000-

mile Bumper-To-Bumper Limited Warranty as well as Roadside Assistance for 3 years or 36,000 miles. Call 1-800-521-2779 for 24-hour, 7-day-a-week emergency road service.<sup>†</sup> A 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty covers the repair of exterior sheet metal if perforated by corrosion. Restrictions apply. See your dealer for details.

\* Excludes wiper blades, clutch and brake linings, brake rotors and drums, normal maintenance items, and tires (covered by their own manufacturer's warranty).

<sup>†</sup> Road service provided by Cross Country Motor Club, Inc. (In California, Cross Country Motor Club of California, Inc.)



Additional protection for Dodge owners is available through optional DaimlerChrysler Service Contracts. These service plans are available in a variety of time and mileage combinations to meet your driving needs. Ask your dealer for more information, or call 1-800-442-2666.

**Mopar** To keep your Dodge vehicle performing at its optimum, make sure it's serviced regularly at your Dodge dealership, where highly trained technicians have access to a complete stock of Mopar replacement parts and the sophisticated equipment today's cars demand.

**Chrysler Financial Company L.L.C.\*** offers a full range of automotive financing which provides flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and make your new vehicle even more affordable. They include the College Graduate Program and Gold Key Lease short-term financing. Ask your sales consultant for details.

\* Chrysler Financial Company L.L.C. programs are offered subject to availability and state and local laws.

**Chrysler Lease Plans** Chrysler Financial Company L.L.C. Gold Key Lease has the flexibility to fit your vehicle choice and your lifestyle. If the idea of driving a new vehicle more often without penalties sounds great, ask about Gold Key Lease.



Dodge cars, trucks, and vans can learn about our Dodge On The Job program by calling 1-877-ON-THE-JOB.

**Commercial Finance Options** Chrysler Financial's Commercial Finance Options Program offers several finance and lease options to small and midsize businesses, municipalities, and small fleet operators. "Line of Credit" financing is also available under this program. Please see your dealer for details.

Cash reimbursement is available for qualified adaptive driving devices on new Dodge vehicles. Ask your dealer or call Automobility Headquarters at 1-800-255-9877.



# Dodge Different.

*You won't find the obvious at Dodge. In fact, our designers and engineers pride themselves in exploring previously uncharted territory.*

*It's a path that began over 10 years ago with the creation of the Viper RT/10 concept car. That concept became a reality. And so did a different approach to the creation of automobiles. Today, all Dodge cars and trucks are created that way. By closely knit teams of talented people from every automotive-related discipline. Their assignment: Find different ways to be better. And drive better. That means producing vehicles that work better, thanks to innovations like minivans that are easier to get into and out of. Pickups that can haul and tow more, in more ways. Sedans that are sleek, yet spacious and exciting to drive. A sport utility that stakes out its own domain. And a sports car that's unrivaled on the road. And on the track. Each one embodies a totally different approach to the tried and true. And, like Dodge, each has become a quickly moving target the competition seeks to emulate.*