Dodge Cars

Viper
Stealth
Neon Coupe
Neon Sedan
Avenger
Stratus
Intrepid
Caravan
Grand Caravan

The New Dodge
Attitude with a capital “A.”

Attitude. It's the mark of a maverick. The sign of an independent thinker who has enough confidence to walk the edge without ever looking down.

Attitude is also the mark of courage and imagination. Courage to change the rules when the old rules no longer make sense. Imagination to think ahead. To develop new rules that make so much sense they quickly become the standard.

This kind of attitude and the innovation it inspires are an integral part of every car and truck Dodge puts on the road. It's an attitude you'll feel in the expressive styling, responsive performance and road-gripping handling of these 1996 Dodge cars:

**Dodge Viper RT/10:** the embodiment of the new Dodge attitude. Its uniquely American flavor, uncompromising design and awesome power have created a legend.

**Dodge Stealth:** a grand touring car with road-rocket performance.

**Dodge Neon:** cab-forward design, 16-valve engines and other features you'd never expect to find in a small car.

**Dodge Avenger:** the sport coupe that offers precise handling and uncommon roominess in a sleek, affordable package.

**Dodge Stratus:** a hot-handling sport sedan that feeds your desire to push it to the limit without overlooking your need for safety, comfort and reliability.

**Dodge Intrepid:** an exciting to drive sedan with roomy cab-forward architecture and the agile handling of a smaller car.

**Dodge Caravan:** all-new, just as original as the original minivan, with more room, more versatility and more performance than ever.

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**Skip Barber Driving School is Dodge powered.**

“Dodge is a world-class organization, and its terrific motors will now power every teaching vehicle we use.”

—Skip Barber

The world's largest performance racing school features Dodge 2.0-liter, 16-valve SOHC engines exclusively in the formula Dodge cars that compete in the Skip Barber Race Series. Dodge 3.5-liter, 24-valve SOHC V6 engines power the open-wheel formula cars in the Barber Dodge Pro Series. And Skip Barber Driving Schools exclusively feature Dodge Stratus, Neon, Stealth, Dakota and Viper models.

The school is the only one of its kind to offer instruction in front-wheel-drive, rear-wheel-drive and all-wheel-drive applications.

To enroll in a memorable one- or two-day course in defensive driving as well as performance driving techniques, call 1-203-435-1300.
Dodge is committed to safety.

At Dodge, we believe that safety must be one of the most important considerations in designing any vehicle.

This commitment has made us one of the industry’s safety leaders and is demonstrated in every 1996 Dodge car and minivan with passive safety features, such as steel side-guard door beams, to help protect against side-impact collisions, as well as active safety features, such as ABS, to help you avoid a collision.

We equip every car* and every minivan we sell in America with a driver and front passenger air bag. We helped pioneer this lifesaving technology and designed it with features such as the reliable gold tip connectors used in our air bag systems.

Because visibility also contributes to safety, we strive to create a “command-of-the-road” seating position in every vehicle — providing every driver the best 360-degree visibility possible.

Our concern with safety is evident in the advanced engineering that enables the 1996 Intrepid, Stratus and Caravan to meet the 1998 federal passenger car safety standards:

Dodge is committed to quality.

The inherent quality in every Dodge car and minivan reflects our use of revolutionary, cross-functional platform teams ... advanced engineering ... highly qualified suppliers ... close-tolerance assembly techniques ... intensively trained assembly technicians ... and rigorous testing. From design through final assembly, all of us at Dodge are committed to building high-quality vehicles.

Dodge is committed to value.

Shop around. Compare prices, standard equipment and model choices. Ask your Dodge salesperson about selected money-saving® Customer-Preferred™ packages of popular options. We believe you’ll find that the 1996 family of Dodge cars and minivans delivers the value you want now. And the resale value you want later.

*Excludes Viper. 1. Always wear your seat belts. 2. Excludes sunscreen glass.
3. Based on value of items in package versus Manufacturer's Suggested Retail Price.
Viper RT/10

"... drop to second, pour open the throttle, and careen into the distance ..." — AUTOMOBILE MAGAZINE

Still a favorite of automotive enthusiasts the world over, the 1996 Dodge Viper RT/10 represents the embodiment of the new Dodge attitude. Its uniquely American flair, uncompromising design and awesome power have created a legend.

The 1996 Viper RT/10 is available in three limited-edition trim packages—red, white and black—each with its own special accent colors. In addition to the standard folding soft top, all three 1996 Viper RT/10 roadster packages will feature an optional removable body-color hardtop.

Viper's horsepower rating has been upgraded to 415 at 5,600 rpm and the torque rating is now 488 lb-ft at 3,600 rpm.

Dodge Viper RT/10 for 1996 ... a new chapter in the Viper legend.

Stealth

"... redefining the reasonably priced sports car." — BUSINESS WEEK

More than just a high-tech road rocket, Stealth is a sports car that's surprisingly comfortable, quiet, stable and so predictable that the input you give it will be returned precisely in the performance it delivers.

Stealth R/T Turbo delivers scorching performance from a 3.0-liter twin turbocharged, twin intercooled 24-valve dual overhead cam (DOHC) V6, a six-speed manual transaxle and full-time all-wheel drive. Motor Trend called it "an affordable Ferrari 348."

If that's too much temptation, consider the 222-horsepower Stealth R/T or the 164-horsepower base Stealth.
Neon

"No other car offers so much performance for so little money."

— AUTOMOBILE MAGAZINE

Hi. Meet Dodge Neon — a cute, lovable, front-wheel drive subcompact loaded with features you'd never expect in a small car.

Neon has the best-in-class standard power of 16 valve engines, the only car-forward design in a small car, sports-car-like handling and a high level of safety features. Plus absolutely amazing interior room and comfort in a choice of six two- or four-door models that includes the new Neon Coupe — the ideal car for the cost-conscious buyer who still wants substance with two-door style.

When designing Neon, we set out to create a car with exceptional value that would also strike a harmonious balance between the strictest quality standards and environmental responsibility.

We did it.

People love it.

And we think you will, too.

Neon Coupe is ideal for the cost-conscious buyer who still wants substance with two door doors. Dual air bags, 100 mile per hour power steering, two spacious manual transaxles, front wheel drive and tinted glass are just a few of the standard features.

■ Neon Coupes captivates

Neon's pull open with aggressive locking power bumpers, five lights, quick 10.1 rate power assisted braking, taillights, performance tires and a fully independent performance suspension.

■ Panoramic visibility results from Neon's new front architecture with a wide windowed, 15 square foot front of glass area, a few handles and a corner made of steel.

■ Neon's available four-wheel drive anticlock brakes help prevent wheel slip under hard braking conditions for greater stopping ability and improved corner control.

■ Neon Sports available 2.0-liter DOHC 16-valve Turbocharged engine has a maximum standard engine displacement and offers maximum performance with improved fuel efficiency. It's the same engine used in Formula Dodge cars at the Indianapolis Racing School (see page 2).

Neon Highline Sedan shown in Bright White with available Bightline roof rack.
Avenger

"Avenger had to be many different things to many people. It is." - AUTOWEEK

Dodge Avenger is a front-drive, five-passenger sport coupe that defies its traditional classification by providing a unique blend of attributes usually considered mutually exclusive: style and comfort ... exceptional handling and remarkable interior room ... safety and balanced performance.

The sophisticated performance you want in such a grand touring car is delivered by Avenger's 2.0-liter, 16-valve four-cylinder engine and Avenger ES* 2.5-liter, 24-valve V6.*

Sport coupes have usually catered to the whims of front seat occupants while ignoring the comfort of those brave enough to ride in the rear. Avenger thoughtfully plans for the comfort of all five potential occupants by providing generous head, leg, and hip room in both the front and the rear.

Test-drive Avenger and discover an unexpectedly roomy sport coupe designed to deliver stable road response through the lightest of turns. Avenger carries five adults and carries a good time with it wherever it goes. But it doesn't carry a sticker price designed to blow away your budget.

* Built by Mitsubishi Motors Corporation

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**POWER TRAINS**

<table>
<thead>
<tr>
<th>Engine</th>
<th>Transaxle</th>
<th>Avenger</th>
<th>Avenger ES</th>
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<td>2.0-Liter 16V</td>
<td>5-Speed Manual</td>
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<td>5-Speed Automatic</td>
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<td>2.2-Liter 24V</td>
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<tr>
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<td>5-Speed Automatic</td>
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Price reflects manufacturer's suggested retail price at the time of publication.
Stratus

“The Stratus has a lot going for it, whether you measure it against the competition or standing alone.” — AUTOWEEK

We questioned everything about what a sport sedan should be. The result: Stratus has impressive cab-forward room inside and sleek styling outside. It handles so much like a sport coupe, you may turn around to count the doors more than once.

What about value? Stratus has a nonthreatening sticker price with standard features that include air conditioning, tilt steering column, power-assisted brakes, power-assisted rack-and-pinion steering, and speed-sensitive intermittent wipers.

A standard center console includes storage and two cup holders. Other thoughtful details include a lockable glove box and map pockets in the front doors.

In addition, Stratus ES includes standard ABS, fog lights, variable-assist speed-sensitive steering, power windows, power door locks, electronic speed control and heated exterior power mirrors. On Stratus ES, leather-trimmed seats, a leather-wrapped steering wheel and an eight-way power driver's seat are also available.

Want concert hall sound? Stratus surrounds you with it thanks to a standard four-speaker stereo system and an AM/FM stereo cassette player. Or choose an available premium AM/FM stereo CD player or an available premium AM/FM stereo cassette player with CD capability. Both available systems feature 100-watt amplification with eight speakers in six locations.

Test-drive the hot-handling sport sedan that feeds your desire to push it to the limit without overlooking your need for safety, comfort and reliability.

POWER TRAINS

<table>
<thead>
<tr>
<th>Engine</th>
<th>Code</th>
<th>Transmission</th>
<th>Stratus</th>
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<tr>
<td>2.0L DOHC 16-Valve 4-Cylinder</td>
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<td>5-Speed Manual with Overdrive</td>
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<td>2.4L OHV 16-Valve 4-Cylinder</td>
<td>24</td>
<td>4-Speed Electronically Controlled Automatic with Overdrive</td>
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<td>2.4L SOHC 16-Valve 4-Cylinder</td>
<td>26</td>
<td>4-Speed Electronically Controlled Automatic with Overdrive</td>
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</table>
Intrepid

"...‘cab-forward’ design provides a spacious interior with truly ‘adult-sized’ back-seat room."

Intrepid’s breakthrough cab-forward design produces 103.7 cubic feet of interior space and allows extra-wide seats and exceptionally large rear doors.

The base Intrepid model shown here has been upgraded for 1996 with 16-inch tires, new front fascia and fog lights. Also standard are air conditioning, 3.3-liter V6 engine, electric rear window defroster, speed control, deluxe wipers, fully independent touring suspension, power-assisted rack-and-pinion steering, and dual air bags* and more.

*Variable ratio, speed-sensitive power steering is standard on Intrepid ES and available on Intrepid for easy parking and a solid feeling of control at highway speeds.

Always wear your seat belts.

Intrepid shown in Bright Platinum Metallic.

Intrepid FS shown in Black.

POWER TRAIN AVAILABILITY

<table>
<thead>
<tr>
<th>Engine Type</th>
<th>Horsepower</th>
<th>Torque</th>
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<tr>
<td>Intrepid 3.3 Liter</td>
<td>180 @ 5500 rpm</td>
<td>215 lb-ft</td>
</tr>
<tr>
<td>Intrepid 3.5 Liter</td>
<td>210 @ 5500 rpm</td>
<td>231 lb-ft</td>
</tr>
</tbody>
</table>

Intrepid ES: standard 3.5-liter DOHC 24-valve V6 engine uses multiflange racing technology for high performance and instant response. Intended for the same engine that powers the Formula One cars driven by entry-level professionals in the Indy Car Bridgestone Pirelli Series.

An electronically controlled automatic overdrive transaxle is standard with both Intrepid engines to optimize shift points for all four forward gears.
Caravan

"Inside and out, everything is new, improved, and larger." – Car and Driver Magazine

Because we've thought of everything to make the all-new Dodge Caravan just as original as the original. It's the roomiest, quietest, most versatile and most refined Dodge Caravan ever. The safest, too, with antilock brakes standard on all models.

No competitive minivan offers so many choices to meet your needs from basic family value to full-featured performance: short- and long-wheelbase models, four high-tech engines, five powertrain combinations, four trim levels, money-saving* Customer-Preferred packages of options and much more.

Imitators keep trying to catch up, while we just keep making the world-class Dodge Caravan better to benefit you and your family.

* Based on value of items in package versus Manufacturer's Suggested Retail Price.
We're thinking ahead.

Futuristic design. Innovative engineering. Quality production. All are embodied in 1996 Dodge cars and trucks. And in the Dodge vehicles of tomorrow currently under development at our research facilities and on our test tracks.

But to you, the vast resources of the Dodge Division are centered in just one place: the dealership. Here, too, our goal is to ensure continuous improvement.

**Customer One** In our ongoing commitment to customer satisfaction, we've instituted Customer One, a comprehensive process designed to improve the way we do business. As a result, we hope to exceed your expectations — whether you're "just looking," ready to buy, or in for service.

That's the new Dodge culture: new ways to research, design, test and produce world-class cars and trucks — and continuous improvement in the ways we treat the people who buy them.

For more information, call 1-800-4-A-DODGE.

**SERVICE/OWNERSHIP EXPERIENCE**

**3/36 Customer One Care**

Dodge vehicles are covered by the 3/36 Customer One Care Plan,* which includes:

- **Customer One Care** A 3-year or 36,000-mile (whichever comes first) Bumper-To-Bumper Limited Warranty which covers the complete vehicle against defects in factory-supplied materials and workmanship.

  * This 3/36 Customer One Care Plan includes the following:
  - * Bumper-to-Bumper Limited Warranty for the complete vehicle.
  - * Limited Powertrain Warranty.
  - * Roadside Assistance for 3 years or 36,000 miles.
  - * Emergency Road Service.
  - * Tires and optional cellular phones are covered by their respective manufacturers.

- **3/36 Customer One Care Plan** A 3-year or 36,000-mile Warranty that covers the complete vehicle against defects in factory-supplied materials and workmanship, including the optional cellular phones.

- **Roadside Assistance for 3 years or 36,000 miles** which covers the complete vehicle against defects in factory-supplied materials and workmanship.

- **Emergency Road Service** which provides 24-hour, 7-day-a-week roadside assistance at no cost to you. Roadside Assistance covers many items not included in the 3/36 warranty, such as lockout, jump start, out of gas, flat tire repair and towing.

- **A 7-year or 100,000-mile Outer-Panel Rust-Thru Limited Warranty** which covers the cost of all parts and labor needed to repair exterior sheet-metal panels perforated by corrosion.

The 3/36 Customer One Care Plan stays with the vehicle and transfers automatically to subsequent owners at no charge during the warranty period.

- **Chrysler Service Contracts** Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and mileage combinations to meet your particular driving needs.

**MOPAR CUSTOMER CARE**

There's only one sure way to keep your Dodge vehicle performing at its optimum mile after mile. Just make sure it's serviced regularly at your nearby Dodge dealer. That's where you'll find first-rate service and repair of your new Dodge vehicle. They've been trained on all the latest equipment today's cars demand. And they have immediate access to complete stock of authentic Mopar replacement parts that can make the difference between trouble-free driving and the unacceptable alternative.

**Purchase Alternatives And Assistance**

Many of today's new car prospects are considering leasing as an alternative to buying. Leasing a new Dodge vehicle usually involves a small security deposit and the first month's security payment. Monthly payments are usually less than financing a new car purchase. Ask your dealer for details.

**Chrysler Credit Financing**

Chrysler Credit offers a broad range of automotive financing that provides flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and lifestyle. (Our College Graduate Program is especially attractive if you're just beginning your career. Gold Key Leasing is designed to lower your monthly payments while Gold Key Lease One allows you to prepay all monthly payments so you have all the advantages of leasing without the hassle of monthly payments. Gold Key Plus is ideal for short-term financing. Ask your salesperson for details.

**Automobility Program**

Cash reimbursement is available for qualified adaptive driving devices on 1996 Dodge vehicles. Ask your dealer to provide you with more information, or call the Automobility Headquarters at 1-800-255-5877.

**Chrysler Global Systems**

For 1996, Chrysler Corporation will be offering a selection of dealer-installed/supplied cellular phones in several models to enhance the available equipment list. Ask your dealer for details. Each manufacturer warrants and services these products. Restrictions apply. Ask your dealer for a copy of these limited warranties.

**Chrysler Corporation Environmental Programs**

Chrysler Corporation is committed to the research and development of technologies for reducing emissions that deteriorate air quality. These include vehicle emissions control devices, alternative fuels and engines. Chrysler's flexible fuel methanol cars, natural gas vans and electric minivans clearly demonstrate our dedication to the advancement of these technologies in our products. Your Dodge vehicle and all other Chrysler vehicles are built in manufacturing facilities that use state-of-the-art environmental and assembly controls to conserve resources, prevent pollution and recycle materials.

Always wear your seat belts.

Certain models, packages and options are subject to specific restrictions, requirements or late availability. See your dealer for the latest ordering information.

All product illustrations are based on current information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Corporation reserves the right to make changes from time to time without notice or obligation in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.