Dodge

Different.
We put people in better places ...

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 sport 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 mere doors, extra seats, and added horsepower. And in the process, they have changed forever the way we drive.
... make them capable of accomplishing more ...

Rust-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.

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.

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 how you make it fun to drive. From where the sun 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 staring 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.

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.
... 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.

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.

Dodge Viper

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.*

*250 lb-ft. with the automatic transmission.
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, patented aluminum 17-inch wheels, and low-profile tires round out the R/T package.

*Low 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.

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.
The power of choice. Choose either the new 235-horsepower Next Generation 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.

*See availability

Best of our bests-in-class. At 88 cubic feet, Durango’s cargo space is flat out best-in-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.

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.
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 people happy.

*Based on percentage of 748 through 768 new pickup registrations still registered as of 71/468. Data source: The Pink Company.

Strategic Vision's 1996 Vehicle Experience Study surveyed 2,152 October/November 1990 buyers of 200+ models after the first 90 days of ownership.

Magnum power rules. Whichever Ram you choose, now that's different.
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 Chrysler vehicles.

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.

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 treasuries coins. A lockable drawer under the front-passenger seat makes secure storage a drawn-out procedure.
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-Handbrake, seat-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 to 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 struts and 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 Dakota

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 best, 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 1998 Initial Quality Small Truck Study based on a total of 1,000 Consumer responses indicating owner reported problems during the first 90 days of ownership.

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.

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
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 in 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.
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 crossing everything should consider Avenger ES with its standard leather trim and six-way power driver’s seat.

Take charge of the road with a sturdy-surfacing front stabilizer bar, speed-sensitive rack-and-pinion power steering, and fully independent double-wishbone suspension. All-season tires and available anti-lock 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-folds 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 Maxivan 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 favorable air bags. Always use seat belts. Remember a backup 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 if the passenger air bag turned off.

Forward thinking means you enjoy extra front/rear walk-through room, with extra storage space for cassette. CDs, cups ... even an 8½ x 11½” 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.
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-DODGE.

Call Us At 1-888-4-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 OneCare Plan Your Dodge vehicle is covered by DaimlerChrysler Corporation’s 3/36 Customer OneCare Plan. This coverage includes a 3-year, 36,000-mile Bumper-To-Bumper Limited Warranty as well as Roadside Assistance for 3 years or 36,000 miles. Call 1-800-321-2779 for 24-hour, 7-day-a-week emergency road service. 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.

Service Contracts DaimlerChrysler Corporation Chrysler Financial Company LLC 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.

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.

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 LLC offers 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.

ON THE JOB Commercial operators of eligible 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 Chrysler Mobility Headquarters at 1-800-255-9977.
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.