If there's one thing that sets The New Dodge apart from other vehicle manufacturers, it's this thing we have about change. It's not just that we like to break rules; we like to make new ones.

When we introduced the new Ram, we totally changed the rules for full-size pickups. In fact, the truck market is still scrambling to keep up. And now we've introduced the Ram Quad Cab — the only extended cab, full-size pickup with four doors. *

We redefined the compact pickup, and last year reinvented it, packing our Dodge Dakota with so many surprises that you'll be surprised this comfortable, roomy, agile, and well-behaved vehicle is a real truck.

Now we've created Dodge Durango, an all-new compact sport-utility vehicle which covers new ground with its aggressive styling and best-in-class features, like power, towing, roominess, cargo space, seating, and storage capacity.

Finally, we've reengineered Dodge Ram Cargo Vans, Passenger Vans, and Conversion Vans, loading them with new possibilities that provide hard-working Dodge value year after year.

Challenging conventional thinking takes more than just initiative. It also requires advanced technology, applied in the most innovative way possible. Do that and you come up with innovations like Magnum* engines, the most powerful line of pickup engines on the planet. Innovative thinking also means creating programs that help business people build their fleets in the most economical way possible. Like the Dodge On The Job and Commercial Finance Programs, that offer a variety of added-value incentives for qualified commercial customers.

At Dodge, everything we do is about change.

*Excludes Crew Cab.
We’re covering new ground.

Thus, Durango is about expectations met and exceeded. It is distinctive. Instantly recognized as a Dodge. And it performs like a Dodge. With an abundance of best-in-class features.

It has a longer wheelbase, wider track, stronger, stiffer box frame, and more powerful engines for the most trailer towing and load capacity. It has the largest-in-class cargo capacity to bring along more of what’s fun and a choice of full- or part-time four-wheel-drive systems. Plus the biggest fuel tank in its class at 25 gallons for more range.

Durango is packed with smart innovations. Like a novel rear suspension that enables the rear wheels to steer a little bit through turns for a more stable ride. Fold-and-tumble seats that make so much sense you wonder why someone hadn’t thought of them sooner. And an optional third seat that gives Durango more passenger capacity than anything in its class.

Durango smart includes little things like computers that keep the wipers going fast enough for safe vision when you’re going slow, and that prevent you from trying to start an already-running engine.

Sport utilities should be built to take abuse, so Dodge engineers covered new ground with construction details like Durango’s paint. The galvanized steel body receives a nine-step full immersion process which first cleans the metal and adds zinc for additional rust protection.

then coats it with phosphate to create a solid bonding surface for the epoxy electrocoat primer.

A second anticlimb primer, applied to all exterior body surfaces, allows the finish color coats to "give," resisting dimpling and chipping. Extra anticlimb is applied where there is the greatest likelihood of "road blast" — damage from road debris.

Yes, we covered a lot of new ground with Durango. So you can, too.

Strength, stability, durability and silence are major Durango attributes. The 35,000-lb steel frame is boxed for rigidity, and braced with seven crossmembers. It is also fully immersed in paint and electrocoated to resist corrosion. Fused rubber mounts subdue engine noise and vibration. Twelve unique body mounts control cabin noise and vibration. One- or two-sided galvanized steel in body panels resists corrosion. So does the nine-step full immersion process in zinc phosphate. Finally, anticlimb and epoxy primer coats are applied to resist damage from road debris and promote a smooth, long-lasting bond with the two color coats and Clear Coat finish.

A wide choice of engines includes the most powerful engines among its competitors. Standard power is the 3.9-liter 175-horsepower Magnum V6 (late availability).

Optional are the 5.2-liter 230-horsepower and 5.9-liter 245-horsepower Magnum V8s.

Durango SLT Plus shown in Chili Pepper Red
Since a sport utility can’t have too much room for people and their stuff, Dodge engineers really worked the numbers with electronic imagery to maximize people comfort, roominess and cargo space in Durango’s interior.

There’s seating for up to eight, with the optional 40/20/40 front split-bench seat and optional third-row rear-bench seat. Durango’s rear roof has been raised to provide theater-style raised seating for second- and third-row passengers. The standard fold-and-tumble 40/20/40 second seat and the optional flat folding third seat drop with one-hand operation to lie nearly flat for the maximum, biggest-in-class 88-cubic-foot cargo area.

Another really smart second seat feature: it can fold and tumble in segments to accommodate one or two persons plus carry long cargo like skis, fishing poles, kayak paddles, shotguns and so on. The standard roof rack carries another 150 pounds.

At the wheel, you’re kept on top of things because Durango is one smart vehicle. It improves your management skills with backlit switches located logically by priority. So too are the quick-read analog gauges and warning lamps on the single-plane instrument cluster, which includes a fine-tuned speedometer that checks the speed 8,000 times per mile for exactness and smooth operation.

You’ll really appreciate comforts like seats contoured and constructed to reduce fatigue on long trips on- or off-road, body-mounted mirrors for clearer images and reduced airstream noise. And to give you great hindsight, a liftgate defroster covers the entire rear glass surface.

Start up Durango and three extremely smart computers instantly go to work. One controls Magnum® engine performance, from ignition timing to fuel and air intake. Another controls the brake system. A third manages optimum shift points for the standard four-speed automatic transmission, prevents you from trying to start an already-running engine, controls windshield wiper speed, and even turns interior lamps on and off for you.

By now, you probably realize we’ve covered a lot of new ground inside Durango, too.
It's full of surprises.

We've packed Dakota with many meaningful surprises. Like the powerful Magnum engine, including the only V8 in its class. Like outstanding ride and handling, with wider track and longer wheelbase than other compact pickups for better stability. Like improved steering geometry for a smaller turning radius and better control. Like Dakota's best-in-class payload and trailer-towing capacities. And a cargo box with flexible load capabilities for serious carrying.

To make it more comfortable, we re-engineered suspension and cushioned engine and cab mounts. A longer wheelbase to help eliminate that smaller pickup hobbyhorse ride. Even driver's seats with adjustable lumbar support. About room: It has the overall roomiest cab in its class. More hip and shoulder room. One-of-a-kind, for a compact pickup, forward-facing rear bench seat that has three-across hip room. Choice is an important chapter in the Dakota story. Five models, including regular and Club Cab® versions in 4x2 and 4x4. Five trim levels: Base, Sport, Sport Plus, SLT and SLT Plus.

What's not surprising about Dakota is that it has earned so much praise from pickup pundits. Four Wheeler magazine named Dakota a Best Buy and Pickup of the Year. Automobile Magazine picked it as Pickup Truck of the Year. So did Off-Road magazine. Sport Truck added that Dakota was 1997 4x2 Sport Truck of the Year. Dakota also won Strategic Vision's 1997 Total Quality Award® for "best ownership experience" in the compact pickup truck segment.

Take your fun along. Dakota 6.5-foot and 8-foot cargo boxes have more length, width and depth for more volume than comparable compact pickup cargo boxes. But Dakota's best-in-class roominess isn't just for cargo. People benefit from the overall roomiest cab, with more shoulder and hip room.

Commercial Customer Certificate offer qualified commercial customers a choice of cash back or The Dodge 100,000-mile/5-year Power Train Care® with Road Hazard Tire Coverage in addition to available national consumer incentives. See your Dodge dealer for details or call 1-800-WORK-RAM.
We changed the rules.

Owning a full-size pickup no longer means living with a set of outdated rules about what a truck can or cannot be. Like being comfortable or quiet. Or being as safety-conscious as a car. Or having real torque available only in a diesel. The proof is written all over every Dodge Ram Pickup we build.

Now we're introducing our newest category of evidence: The all-new Ram Quad Cab™ model. It's the only extended cab, full-size pickup to offer four doors.*

Like all Ram Pickups, the new Quad Cab is available with a legendary Magnum® engine. Overall the most powerful line of pickup engines on the planet.

Since its introduction in 1994, Dodge Ram has won more awards and honors than most trucks can carry. Including Strategic Vision's Total Quality Award.*

*Excludes Crew Cabs.

What's more, Dodge Ram is the only full-size pickup to ever win this prestigious award for "Best Ownership Experience." And we've won it for three years running.

And now as this year marks the introduction of our Quad Cab, we believe you'll find that with all four doors open, the case is closed. The rules have changed… for the better.

Commercial Customer Certificates: offer qualified commercial customers a choice of cash back or a choice of 100,000-mile 5-year Power Train Care™ with Road Hazard Tire Coverage in addition to available national customer incentives. See your Dodge dealer for details or call 1-800-WORK-RAM.
What's inside the largest interior available in a full-size pickup? Plenty of comfort, to start with. Like reclining driver and front-passenger seatbacks, and driver's side adjustable lumbar support. Both sides offer a full 7.5 inches of travel for maximum leg room and easy entry.

A unique 40/20/40 split-bench seat provides a fold-down center armrest/business storage console. In regular cab ST and SLT models, you'll find an ingenious behind-the-seat storage system.

Newly redesigned center armrest/business storage console section of the 40/20/40 seat provides even larger and deeper storage.

New rear bench seat folds up and locks into place for easy access in Club Cab and Quad Cab models.

What's more, Ram Club Cab® and Quad Cab™ offer wide, tall, real six-passenger seating, with more hip room and more shoulder room — up front and in back — than any other extended cab available. So there's plenty of room to move when you're taking care of business on the road.

And if you really want to open things up, Ram Quad Cab is the only extended cab, full-size pickup to offer four doors.*

*Excludes Crew Cabs.

Exclusive integrated height-adjustable seat belts on the new Club Cab and Quad Cab front seats allow easier rear access than any other vehicle in its class.

Ram regular cab
ST interior shown in Mist Gray
We open up possibilities.

Dodge Ram 2500 Passenger Van has standard seating for eight people and available seating for 12. Shown in Hunter Green.

Available as cargo vans, passenger vans, and conversion vans, Dodge full-size vans open up new possibilities in performance, reliability, comfort and safety.

Instead of a body-on-frame design, we built them Ram-tough with stronger and lighter Unibody construction that allows increased payloads and cargo room on most models — all the way up to 4,245 pounds and 299.5 cu ft on the 3500 Maxivan and the 15-passenger 3500 Maxiwagon.

Dodge Ram Conversion Vans built by factory-approved converters are available from your Dodge dealer on all 3500, 2500 and 1500 models. The conversion interior shown here features seven-passenger seating with leather-trimmed contoured seats, walnut paneling, privacy shades, overhead lighting and full-floor carpeting.

The engine forward 4.5 inches and mounting the spare tire under the floor.

We replaced or improved 500 body parts for years of dependable service, improved the wiring circuits for reliability, upped the payload capacity and tweaked the available 5.9-liter V8 for more power.

For advanced safety, we added new Next Generation driver and front-passenger air bags* with an on/off switch for the passenger air bag on Cargo Vans, improved the standard rear-wheel and available four-wheel ABS, and mounted the polyethylene fuel tank ahead of the axle.

Magnum® engines deliver the reserve of power you want with big loads:

- 175-horsepower 3.9-liter V6
- 225-horsepower 5.2-liter V8
- 254-horsepower 5.9-liter V8

The power to pull trucks weighing up to 4,245 pounds and, when properly equipped, tow trailers up to 8,800 pounds. Heavy-duty corrosion protection. Frames are electrically coated for better protection than wax-dip coating. Galvanized steel is used for major body panels, except the roof, and is topped with a seven-step anticorrosion paint process for a tough, brilliant finish.

“Dodge Ram 2500 Van is projected to cost $1,714 less in total five-year ownership costs than the Ford E250 Econoline.”

1997 The Complete Small Truck Cost Guide™

Open up a 1998 Dodge Ram Cargo Van, Passenger Van or Ram Conversion Van at your Dodge dealer. You’ll find it loaded with new possibilities that provide hard-working Dodge value year after year for your business, organization or family.

*Certified to the new Federal Regulations that allow less forceful air bags. Always use seat belts. Remember, a buckles is the safer place for children in Ram Conversion Vans and Ram Wagons. Rearward-facing child seats can be used in the front seat of Ram Cargo Vans with two seat belts only with the passenger air bag turned off. Based on 1997 models. © 1997 The Complete Small Truck Cost Guide, Inc.

Commercial Customer Certificates offer qualified commercial customers a choice of cash back or The Dodge 100,000-mile/5-year Power Train Care™ with Road Hazard Tire Coverage in addition to available national consumer incentives. See your Dodge dealer for details or call 1-800-WORK-ZAM.
High caliber.
And higher caliber.

Dodge Magnum engines are the undisputed kings of the big guns. From the efficient 2.5-liter Magnum I-4 and 3.9-liter Magnum V6s, the hard-charging Magnum 5.2-liter and 5.9-liter V8s, to the unstoppable Magnum 8.0-liter V10, you’re standing down the barrels of the most powerful line of pickup engines on the planet.

If you want surefire diesel power, there’s the Cummins Intercooled Turbo Diesel with real big-rig features like direct-chamber fuel injection and forged I-beam connecting rods to help average nearly 300,000 miles before its first overhaul.

No matter where you want to go, no matter which road you take, and even if you’re going where there are no paved roads, there’s a Magnum engine that’s up to the task.

Cummins Diesel Features:
- Cast iron deep-socket block extends below the crankshaft for extra rigidity.
- Direct injection saves 100 percent of fuel energy to provide power, eliminating prechamber ignition used in indirect injection systems.
- Direct injection also provides better heat efficiency, lowering internal heat stresses.
- In-line fuel pump provides positive computer-controlled fuel injection.
- Degraded complexity of the in-line six-cylinder eliminates special maintenance tools, while total parts are reduced by 40 percent versus V8 diesel.
- Forged I-beam connecting rods are oversized to handle strong low-end torque.
- Pressure point oil fuel injection system assures continuous flow to all wear surfaces.
- Heavy-duty, high-torque turbocharger with oil-lubricated shaft bearing is manufactured by Holset, a Cummins subsidiary. A turbo wastegate allows maximum turbocharger when required, while preventing over-boost for durability.
- Intercooler improves combustion efficiency by providing cool, oxygen-rich air to the engine.
- Electric manifold heater grid warms intake air for quick starts in cold weather.

5-year or 100,000-mile Limited Warranty provided by Cummins on every Cummins Intercooled Turbo Diesel engine.

Magnum Gas Engine Features:
- Sequential multipoint fuel injection (SMPI) delivers fuel to each cylinder through its own injector for immediate throttle response.
- Progressive bore throttle body increases bore diameter and airflow for more horsepower.
- Intake manifold of durable, lightweight aluminum pulls in huge volumes of air.
- High-flow exhaust manifold with large cross sections for maximum exhaust flow characteristics.
- Short-shaft valves, so all airflow gets into the combustion chamber quicker.
- Powdered metal rocker arm fulcrums increase durability.
- Extra-thick rocker arm covers with silicone gaskets are held in place by 10 bolts for better sealing.
- Serpentine belt accessory drive with automatic tensioner for less maintenance and reduced engine vibration.
- Heavy-duty spark plug wires increase conductivity and heat resistance.
- High-flow water pump for maximum engine cooling.
- Plastic and ring package improves power without sacrificing fuel economy.
- Timing chain cover with fluorocarbon elastomer prevents leak and for a light fit.
- Port and combustion chamber configurations optimize airflow and fuel mixture for maximum horsepower.

Towing Specs

| Maximum Towing Capacity* | Lighter Towing Capacity*
<table>
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<tbody>
<tr>
<td>Ram Pickup Regular Cab</td>
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<tr>
<td>Ram Pickup Club Cab* and Quad Cab*</td>
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<td>Dakota Club Cab</td>
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<td>Ram Passenger Van</td>
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* When properly equipped. See dealer for details.
* Chrysler Corporation requires that vehicles towing trailers weighing 10,000 pounds or more be equipped with a fifth-wheel hitch.
**Selected Standard Equipment**

<table>
<thead>
<tr>
<th>Feature</th>
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<th>Durango</th>
<th>Durango DST</th>
<th>Durango DST Plus</th>
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We'd like to continue this relationship.

Our commitment to your satisfaction begins the moment you consider buying a Dodge car, truck, or minivan. From that moment on, we work hard to develop a one-on-one relationship that will carry you successfully through your purchase experience and continue to delight you throughout your years of Dodge ownership.

We nurture this valued relationship through a variety of relationship-building programs including:

CustomerOne® Chrysler Corporation and its dealers have made a long-term commitment to outstanding customer service. More than 100,000 dealership management, sales, and service people are participating in the most extensive educational initiative in automotive history. It's called Customer One and it establishes one unbreakable rule: Treat every customer with the honesty and respect they deserve.

Owner Communications

When you purchase or lease a new Dodge car, truck, or minivan from a participating dealer, you will receive the Customer One newsletter, sent to you each January, April and July; and the Customer One magazine will be delivered to you each October, as well as service coupons and timed service reminders.

3/6 Customer One Care Plan
Your Dodge vehicle is covered by Chrysler Corporation's 3/6 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. A 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty covers the repair of exterior sheet metal perforated by corrosion. Restrictions apply. See your dealer for details.

Commercial Finance Program

Chrysler Financial's new Commercial Finance 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. Also, commercial operators of eligible Dodge trucks and vans can learn about our Dodge On The Job program by calling 1-800-WORK-RAM.

Chrysler Lease Plans

Chrysler Financial's Gold Key Lease has the flexibility to fit your vehicle choice and your lifestyle. If the idea of driving the vehicle you want and paying less for it sounds great, ask about Gold Key Lease.

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

Cash reimbursement is available for qualified adaptive driving devices on 1998 Dodge vehicles. Ask your dealer or call Field Operations Headquarters at 1-800-255-9877.

From top to bottom: Viper GTS, Neon, Dakota, Cargo Van, Grand Caravan, Avenger, Ram Quad Cab®, Pavage, Stratus, Durango, and all-new Intrepid.

For more information on any Dodge car, truck, or minivan, call 1-800-4-A-DODGE. Or visit the Dodge Web site at www.dodgedodge.com.
We’re thinking ahead.

Sure, we’re thinking years down the road, about everything you can imagine that has to do with cars, trucks and minivans. Alternate fuels. Exotic materials. New configurations. We’re exploring new safety technology, suspension systems, engine dynamics, ergonomics. But no matter how far ahead we’re thinking we always come back to one basic, very unscientific premise: Make it look good, make it feel good, make it interesting and exciting to drive.

The New Dodge