2012 DODGE DURANGO

UNION ADWORKS
JOB: 140929_DDU eBrochure
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PRODUCT: BROCHURE
TITLE: 2012 DODGE DURANGO
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2012 DDU eBrochure - STEP 2

FOR UNION ADWORKS ONLY

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Durango Citadel shown in Deep Molten Red Pearl.
HERE’S TO THE LUCKY SEVEN.
HERE’S TO THOSE WHO SURROUND THEMSELVES WITH THE CAPABILITY, POWER, COMFORT, AND TECHNOLOGY THAT IS DECIDEDLY DURANGO.
FROM POWERFUL ENGINE OPTIONS TO A FOUR-WHEEL INDEPENDENT MULTILINK SUSPENSION, VERSATILITY AND AGILITY COME TOGETHER IN ONE EXTREMELY TONED PACKAGE.
THIS IS ABOUT TAKING TO THE ROAD AHEAD WITH HORSEPOWER AND EFFICIENCY, CRAFTSMANSHIP AND TECHNOLOGY, FRIENDS AND FAMILY.
HERE’S TO THE WORLD THAT’S DURANGO.

DURANGO STANDS OUT //
• BEST-IN-CLASS POWER[1] — UP TO 360 HORSEPOWER
• BEST-IN-CLASS[2] V6 HIGHWAY DRIVING RANGE — OVER 500 MILES
• BEST-IN-CLASS[3] TOWING — UP TO 7,400 LB
• STANDARD SEATING FOR SEVEN ADULTS
• PREMIUM SOFT-TOUCH INTERIOR
• NEW SECOND-ROW CAPTAIN’S CHAIRS†
• 2011 INSURANCE INSTITUTE FOR HIGHWAY SAFETY (IIHS)
TOP SAFETY PICK ON MODELS BUILT AFTER MAY 2011

* A note about this brochure: All disclaimers and disclosures can be found inside the back cover. † Late availability.
ENTIRELY ORIGINAL.
Dodge Durango stands apart on a highway that’s littered with look-alike SUVs and crossovers. From a sculpted body that announces its athleticism to a split crosshair grille that projects its attitude; Durango was built to break free from the crowd. Standard on R/T and Citadel models, High Intensity Discharge (HID) headlamps with auto leveling offer a custom fit-and-finish appearance. Citadel’s HID headlamps also come equipped with SmartBeam™, which automatically adjusts high-beam brightness and intensity. A passion for attention to details is evident in everything from chrome accents to the available self-storing roof rack crossbars that seamlessly fold into the roof rack to present a cleaner appearance. Features like laminated front safety glass and thousands of body welds further Durango’s reputation as the strong and silent type.
AN ACRE OF LEATHER TREATED WITH A WORLD OF CARE. Durango stretches the limits in seating flexibility and encourages all who find themselves within it to stretch out themselves. All three rows of seats are crafted with ergonomic contours for the long-distance comfort of up to seven passengers. Seats are available in plush cloth or leather trim, depending on model. New second-row Fold-and-Tumble captain’s chairs* are available on all models with your choice of a mini console or a full console with illuminated cup holders, power outlet, charging USB port, covered storage, and armrest. Along with reclining front seats, second-row and available captain’s chairs* recline 12 degrees. Third-row head restraints fold down with the press of a button on the front center console to improve rearward visibility. Other available features include heated and ventilated front seats, heated second-row seats, and heated steering wheel. Cargo won’t feel the crush, thanks to a spacious 47.7 cu ft of volume behind the second row when the third row is folded. When hauling longer loads, the front-passenger (excluding Durango Citadel models) and rear seats fold flat. Sapphire blue LED lighting illuminates front-door map pockets and door handle recesses. *Late availability.
Durango Citadel shown with Light Frost Beige Nappa leather-trimmed interior and optional second-row Fold-and-Tumble captain’s chairs (late availability).
AN INTERIOR THAT'S DESIGNED TO INDULGE. With chrome accents, soft-touch surfaces, and the convenience of standard automatic Three-Zone Temperature Control and available power-adjustable steering column with memory feature, this interior is dynamic at every turn. For further pampering, the available ultra-premium heated steering wheel sends soothing warmth to the full circumference, so wherever you grab, you feel the heat. Durango also offers a remarkable 10-speaker Alpine® premium sound system including a subwoofer and high-powered 506-watt amplifier [standard on Durango R/T, Durango Crew, and Durango Citadel models]. The available Rear DVD Entertainment Center features an input jack to accommodate gaming and video devices. The system also includes a remote control and two wireless headsets. An available remote USB port lets you stream live music from a compatible storage device. And with Bluetooth® streaming audio, up to seven Bluetooth enabled media players contribute to the playlist.

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2012 DDU eBrochure - STEP 2
Dodge Durango Crew shown with available Black leather-trimmed interior.
**TECHNOLOGY THAT KNOWS YOU.** Outfit your Durango with Uconnect® to help stay in touch with the people, music, and places that matter most. It acts as the hub for your most important media — cell phone, SiriusXM™ Satellite Radio,[4] navigation system, and personal devices, such as an iPod® or smartphone. The Uconnect user-friendly systems allow you to stay connected, informed, entertained, and focused on driving.

### ENTERTAINMENT
Manage all of your media. You’ll have multiple ways to access audio, including SiriusXM Satellite Radio[4] (your first year of service is included), a hard drive, and iPod control with Voice Command[5] and Bluetooth® streaming audio. Rear Seat Video can be accessed multiple ways: DVDs, compatible multimedia devices, and gaming consoles.

### PHONE
Talking on the phone while driving has never been easier — or more responsible. Uconnect Phone is the in-vehicle, voice-activated communication system that allows you to pair up to seven Bluetooth compatible phones and then talk virtually hands-free. This system is also clever enough to synchronize with your phone’s address book[6] — up to 1,000 entries. Simply press the phone button on your steering wheel and say the name of a contact to place calls while driving.

### NAVIGATION
Select destination entries by using voice commands and receive turn-by-turn guidance with voice prompts and visual display. It can also locate nearby restaurants, shopping, hospitals, or points of local interest. Add SiriusXM Traffic™[4][14] for real-time traffic updates, including accident alerts, road closings, and traffic flow. Your first year of SiriusXM Traffic[4] service is included.

### VOICE COMMAND[5]
It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. Use your voice to select AM/FM radio stations, SiriusXM Satellite Radio[4] channels, make and receive calls, select navigation destinations, and record voice memos. This smart system technology can also be trained to better recognize your voice and can understand commands in English, French, and Spanish.

### WEB
Put the power of high-speed Internet in your vehicle with Uconnect Web.[7] Effortlessly connect any WiFi-enabled device to the Internet at 3G broadband speeds, making your vehicle a mobile Hotspot. Passengers can use multiple devices at the same time. There’s no need for cell cards or software with this unique Authentic Accessory by Mopar® — it’s all wireless. Subscription required. Sold separately.

### UCONNECT SYSTEMS

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S = Standard. O = Optional.

**SiriusXM TRAFFIC**[4]
Don’t drive through traffic, drive around it. SiriusXM Traffic delivers comprehensive traffic information directly to your vehicle. This includes continuously updated information on traffic speed and flow, accidents, construction and road closures.

**SiriusXM TRAVEL LINK**[4]
Brings a wealth of useful information to your fingertips, including national weather forecasts, fuel prices for local gas stations, in-game and final sports scores, weekly sports schedules, local movie theater listings, and even local ski slope conditions. Subscription required after one-year included service.

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Available leather-trimmed R/T seat shown.
STYLING AND PERFORMANCE THAT'S NOT FOR THE FAINT OF HEART. Durango R/T is powered by the legendary 360-horsepower 5.7L HEMI® V8. The engine's Fuel Saver Technology creates the perfect formula of power, efficiency, and wise consumption by deactivating four cylinders when eight are not needed. Standard 20-inch satin carbon aluminum wheels, body-color grille with Black accents, body-color wheel flares and sill moldings, unique front and rear fascias, and High Intensity Discharge (HID) headlamps with Black pockets give this trim level a distinct look. Tow up to a best-in-class\(^{\text{iii}}\) 7,400 lb (when properly equipped) while sitting tall in R/T's uniquely styled interior cabin featuring 7-passenger seating with suede inserts and R/T embroidery. A Sport suspension, unique exhaust tuning, and a lowered ride height (20 mm) yield more outstanding handling and an even more aggressive stance.
A PERFORMANCE STORY YOU SIMPLY CAN'T PUT DOWN. 3.6-LITER DOHC PENTASTAR® VARIABLE VALVE TIMING (VVT) V6 — NAMED ONE OF WARD'S 10 BEST ENGINES FOR 2011. Advanced automotive engine technology results in the most powerful standard V6 in its class. The numbers speak for themselves — 290 horsepower, and 260 lb-ft of torque, estimated fuel economy of 23 highway mpg, and a best-in-class V6 highway driving range of over 500 miles. Flex Fuel capability lets you fill up with gasoline or E85 fuel. AVAILABLE 5.7-LITER HEMI® V8. The performance-minded driver will appreciate the 360 horsepower and 390 lb-ft of torque of the legendary HEMI engine, while the standard Fuel Saver Technology seamlessly transitions from eight cylinders to four contributing to an impressive highway RWD fuel economy of an EPA estimated 20 highway mpg.
ALL-WHEEL DRIVE (AWD): Available on V6 and V8 models, a fully automatic and seamless AWD system with active variable torque distribution works with electronic brake distribution control for enhanced vehicle stability. BEST-IN-CLASS STANDARD AND AVAILABLE TOWING. Models with the standard 3.6-liter Pentastar® V6 engine tow an impressive 6,200 pounds (when properly equipped). Outfit Durango with the 5.7-liter V8 engine and it tows up to an enormous 7,400 pounds (when properly equipped). When paired with the brawny, available active all-wheel-drive (AWD) system, it can haul those heavy water toys out of the water with ease.

Dodge Durango Crew shown in Bright Silver Metallic with available 20-inch wheels.
THIS COMMITMENT TO SAFETY IS NO ACCIDENT. BLIND SPOT MONITORING AND REAR CROSS-PATH DETECTION Dual radar sensors constantly monitor driver blind spots, providing notification of an encroaching vehicle via illuminating icons on sideview mirrors and by an audible chime if the turn signal is activated. When in Reverse, rear sensors warn the driver with an audible chime if cross-traffic approaches the vehicle. Available. ADAPTIVE CRUISE CONTROL (ACC) Automatically adjusts cruising speed to maintain a preset distance between your vehicle and the one ahead. Available. FORWARD COLLISION WARNING (FCW) Radar sensors detect when your vehicle may be approaching an obstacle too rapidly, alerting the driver with an audible chime and visual warning. Available. PARKVIEW REAR BACK-UP CAMERA Provides a wide-angle view on the radio screen of the...
area behind the vehicle, and includes helpful guidelines to assist in aligning trailer hitches. Available. PARKSENSE® REAR PARK ASSIST SYSTEM. When in Reverse, sensors detect the presence of objects in the backup pathway and provide an audible and visual warning. Available. KEYLESS ENTER 'N GO. This technology automatically unlocks doors when you pull the handle instead of having to fumble for a key fob. Once inside, a simple press of the brake pedal and the Start/Stop button brings Durango's engine to life. Available. READY ALERT BRAKING (RAB). The system anticipates situations when the driver may initiate an emergency brake stop and uses the Electronic Stability Control (ESC) pump to precharge the brake system in order to decrease the time required for full brake application. Standard.

Dodge Durango Citadel shown in Mineral Gray Metallic.
SAFETY.

With over 45 standard and available safety and security features, reassurance is engineered into every Durango. This is one of the many reasons why Durango has been recognized as a 2011 Insurance Institute for Highway Safety (IIHS) Top Safety Pick. **AIR BAGS.** Advanced multistage, full-length side-curtain, and front-seat mounted side-thorax air bags are all standard. **FRONT-SEAT ACTIVE HEAD RESTRAINTS.** Front-seat active head restraints move forward and upward in the event of a rear-end collision to decrease the space between the head restraint and occupant’s head, thereby helping to reduce the chance of injury. Standard. **RAIN-SENSING WIPERS AND RAIN BRAKE SUPPORT.** Front wipers activate when raindrops are detected (available), and a new smart brake system helps dry the brake rotors on wet roads (standard). **IMPROVED CRUSH ZONES.** Designed to divert and dissipate impact energy away from the passenger compartment, helping to minimize injuries in the event of an accident. Standard. **ELECTRONIC STABILITY CONTROL (ESC).** A vehicle-wide network of safety sensors provides instant aid when it detects that you’re veering off your intended path. This robust system includes Electronic Roll Mitigation (ERM), antilock brake system (ABS) with Brake Assist, all-speed traction control, and Trailer Sway Control (TSC). Standard. **HILL START ASSIST.** Automatically applies the brakes momentarily to help prevent rollback on hills and inclines. Standard.
DURANGO — A 2011 INSURANCE INSTITUTE FOR HIGHWAY SAFETY (IIHS) TOP SAFETY PICK ON MODELS BUILT AFTER MAY 2011.
ADD YOUR FINISHING TOUCH. Mopar® inspires vehicle owners with innovative parts and accessories – all made-to-spec for your Durango. This is what Mopar delivers, with expert, caring service. Mopar technicians are the masters of your make and model, with access to the tools and diagnostic equipment that help get the job done efficiently. Choose authentic Mopar parts and service, and you’ll drive away with peace of mind. Find out more at mopar.com

STYLE // Move up. Custom Wheels and Katzkin Leather Seats from Mopar only start the palette of accessories to enhance your vehicle’s appearance and express your individuality.

INNOVATION // From Uconnect Web™ to Ambient Light Kits, the latest Mopar technology can enhance and expand your driving experience.

SPORT // No matter what adventure you seek, you’ll want to add to the sport of it all – with durable Roof- and Hitch-Mount Carriers, and made-to-spec Mopar Tent Kits.

CAPABILITY // Safeguard your vehicle with smart accessories like Door Sill Guards and Slush Mats – made precisely for the protection and security of your ride.

Properly secure all cargo.
Durango SXT in Brilliant Black Crystal Pearl shown with Authentic Dodge Accessories by Mopar including
20-inch Chrome Wheels, Chromed Mesh Grille Insert, Chrome Mirror Covers, and Molded Running Boards.
POWERTRAIN
3.6L Pentastar® 24V VVT V6 engine, 5-speed automatic transmission
290 horsepower

FEATURES:
SELECTED DURANGO SXT EQUIPMENT:
• Seven-passenger premium cloth seating
• 18-inch aluminum wheels
• Electronic Stability Control (ESC)\(^{[12]}\) with Hill Start Assist, Ready Alert Braking, All-Speed Traction Control, Brake Assist and Rain Brake Support
• Three-Zone Automatic Temperature Control
• Fog lamps and automatic headlamps
• Power heated exterior mirrors
• Tilt/telescoping steering wheel with cruise and audio controls
• Media Center 130 with six speakers and audio input jack
• SiriusXM™ Satellite Radio\(^{[15]}\) with one-year subscription
• Active front head restraints\(^{[14]}\)
• Advanced front and third-row side-curtain air bags\(^{[13]}\)
• Four-wheel disc antilock brakes
• 60/40 Fold-and-Tumble second-row reclining seat; fold-flat front-passenger seat; 50/50 split-folding third-row seat
• EVIC personalization
• Red glow rings on speedometer and tachometer

FEATURES:
DIFFERENCES/UPGRADES VS. SXT:
• Media Center 430 with 6.5-inch touch screen and 28GB HDD
• ParkView® Rear Back-Up Camera\(^{[9]}\) and ParkSense® Rear Park Assist\(^{[9]}\)
• Premium Alpine® audio with ten speakers and 506-watt amplifier
• Keyless Enter ‘n Go
• Power liftgate
• Remote start
• Security alarm
• Leather-wrapped steering wheel and shift knob
• Power eight-way driver/six-way front-passenger seats with power four-way lumbar
• Chrome roof rack rails with integrated stowable crossbars
• Cargo compartment cover
• Auto-dimming rearview mirror with microphone
• Uconnect® Hands-Free Phone with Voice Command\(^{[14]}\)

Shown with optional Popular Equipment Group.

AWD model shown.
**DURANGO R/T**

**POWERTRAIN**
5.7L HEMI® V8 with Fuel Saver Technology, 6-speed automatic transmission
360 horsepower

**FEATURES:**
SELECTED DURANGO R/T EQUIPMENT:
- Performance steering and suspension (lowered 20 mm)
- Digital suede low-back bucket seats with Red accent stitching
- Body-color grille, fascia, wheel lips and sill moldings
- Three-Zone Automatic Temperature Control
- 20-inch satin carbon finish aluminum wheels
- HID auto-leveling headlamps
- Uconnect® Hands-Free Phone with Voice Command®
- Power eight-way driver seat with four-way lumbar
- Media Center 430 with 6.5-inch touch screen
- SiriusXM® Satellite Radio® with one-year subscription
- Leather-wrapped steering wheel with tilt/telescoping steering column
- 50/50 split-folding third row
- Keyless Enter ‘n Go
- Power liftgate
- Remote start
- Security alarm
- Universal garage door opener

**AVAILABLE OPTIONS:**
- All-wheel drive (all models)
- 5.7L HEMI® V8 with Fuel Saver Technology and 6-speed automatic transmission (Crew, Citadel)
- Skid Plate Group (SXT, Crew, Citadel)
- 20-inch polished and painted aluminum wheels (Crew)
- Trailer Tow Group [all models – late availability]
- Popular Equipment Group (SXT – late availability)
- Second-row Fold-and-Tumble captain’s chairs [all models – late availability]
- Chrome roof rack rails with integrated stowable crossbars (SXT)
- Rear DVD Entertainment Center (Crew, R/T, Citadel)
- Media Center 430N with Garmin® Navigation (Crew, R/T)
- Media Center 730N with Premium Navigation (Crew, R/T)
- Entry Nav/Commuter Group (Crew)
- Uconnect/Leather Accents Group (SXT)
- Adaptive Cruise Control Group (R/T)
- Crew Convenience Group (Crew)
- Leather Interior Group with heated front and second-row seats (Crew, R/T)
- Power sunroof (SXT, Crew, R/T)
- Premium heated leather-trimmed seats with Red accent stitching and R/T embroidered logos (R/T)

**DURANGO CITADEL**

**POWERTRAIN**
3.6L Pentastar V6 engine, 5-speed automatic transmission
290 horsepower

**FEATURES:**
DIFFERENCES/UPGRADES VS. CREW:
- 20-inch chrome-clad aluminum wheels
- Chrome door handles, grille and exterior mirrors
- Nappa leather-trimmed seating with perforated inserts
- Ventilated front seats, heated front and second-row seats
- Power eight-way front-passenger seat
- Power sunroof
- SmartBeam™ HID auto-leveling headlamps
- Blind Spot Monitoring®/Rear Cross-Path Detection®
- Adaptive Cruise Control®/Forward Collision Warning®
- Power tilt/telescoping steering column
- Heated, perforated leather-wrapped steering wheel
- Media Center 730N with 6.5-inch touch screen, 20GB HDD and enhanced GPS navigation
- Rain sensing wipers

**AVAILABLE OPTIONS:**
- All-wheel drive (all models)
- 5.7L HEMI® V8 with Fuel Saver Technology and 6-speed automatic transmission (Crew, Citadel)
- Skid Plate Group (SXT, Crew, Citadel)
- 20-inch polished and painted aluminum wheels (Crew)
- Trailer Tow Group [all models – late availability]
- Popular Equipment Group (SXT – late availability)
- Second-row Fold-and-Tumble captain’s chairs [all models – late availability]
- Chrome roof rack rails with integrated stowable crossbars (SXT)
- Rear DVD Entertainment Center (Crew, R/T, Citadel)
DURANGO FABRICS

DURANGO SXT AND CREW FABRICS //
[A] Gradual Mesh/Carolina cloth in Black [standard]  
[B] Gradual Mesh/Carolina Cloth in Medium Graystone [standard]

DURANGO CREW FABRICS //
[A] Gradual Mesh/Carolina cloth in Black [standard]  
[B] Gradual Mesh/Carolina Cloth in Medium Graystone [standard]

DURANGO R/T FABRICS //
[C] Capri leather-trimmed in Black [available]  
[D] Capri leather-trimmed in Medium Graystone [available]

DURANGO CITADEL FABRICS //
[E] Digital suede inserts in Black/Red with accent stitching [standard]  
[F] Capri Axis perforated leather-trimmed in Black with Red accent stitching [available]

DURANGO WHEELS

DURANGO SXT AND CREW //
[1] 18-inch aluminum [standard]

DURANGO CREW //
[1] 18-inch aluminum [standard]  
[2] 20-inch polished aluminum with tech silver pockets [available]

DURANGO R/T //

DURANGO CITADEL //

DURANGO DIMENSIONS

WHEELBASE: 119.8"; FRONT TRACK: 63.9"; REAR TRACK: 64.1"; OVERALL LENGTH: 199.8"; BODY WIDTH: 75.8"; OVERALL HEIGHT: 71.6"
**DURANGO COLORS**

- BRILLIANT BLACK CRYSTAL PEARL
- REDLINE 2 COAT PEARL
- BRIGHT SILVER METALLIC
- TRUE BLUE PEARL
- MAXIMUM STEEL METALLIC
- MINERAL GRAY METALLIC
- RUGGED BROWN
- WHITE GOLD
- STONE WHITE
- DEEP MOLten RED PEARL

*Durango R/T only. †Not available on Durango R/T. ‡Late availability.

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Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Requires Uconnect Phone. Phone must support Bluetooth Phone Book Access Profile (PBAP).

Based on the latest available competitive information and Ward’s vehicle segmentation. Driving range based on EPA estimated 23 highway mpg (RWD), EPA estimated 23 highway mpg (AWD). EPA estimated 23 highway mpg (RWD), EPA estimated 23 highway mpg (AWD).

5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY See your dealer for complete details and a copy of the 5-Year/100,000-Mile Powertrain Limited Warranty. Dodge vehicles are covered by a Chrysler Group LLC 3 Year or 36,000-Mile Basic Limited Warranty. See your dealer for a copy of this limited warranty. Excludes normal maintenance and wear items. Chrysler Group LLC has a vested interest in your satisfaction with your new vehicle. Chrysler Service Contracts offer extended service plans to help ensure you’ll enjoy your vehicle for many years down the road – for just pennies a day. For more information, see your Dodge dealer, call [800-853-1177] or visit dodge.com. Enhance your Dodge Durango with Authentic Dodge Accessories by Mopar. They’re designed specifically for your vehicle, for exceptional fit, finish, and performance. Visit your dealership or mopar.com. With the Advanced Front Air Bags in this vehicle are certified to the new Federal Air Bag law, it is important to always wear your seat belt. All occupants should always wear their lap and shoulder belts properly. Allways sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint.

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Sandy Curtis • 10/18/11 10:30 AM

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PRODUCT: BROCHURE
TITLE: 2012 DODGE DURANGO
SPRCS: PUB | Article

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Operator: JB

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