

We're
making
everything
fun





What's fun. *The hallmarks of a life lived with exuberance are often deceptively simple. They're things like making a snowman.*

Going for a long walk. Dining at the backyard picnic table. And having a Dodge Neon in the garage.



Neon owners expect driving to be another fun aspect of life.

They seek a car that's roomy and comfortable. An outgoing car with an unquenchable appetite for going. With an irresistible automotive face that suggests fun is about to begin.

Neon entered the automotive world as an agent for change. Note the exterior styling and interior volume, which are the result of cab-forward design. Note the power of the 2.0-liter engine, which makes a nice note of its own.

Neon is also secure. There's a full complement of safety features, from standard side-guard door beams to available four-wheel disc antilock brakes.

And after all these hallmarks, here comes a Neon footnote. With this nicely equipped fun machine, the sticker shock

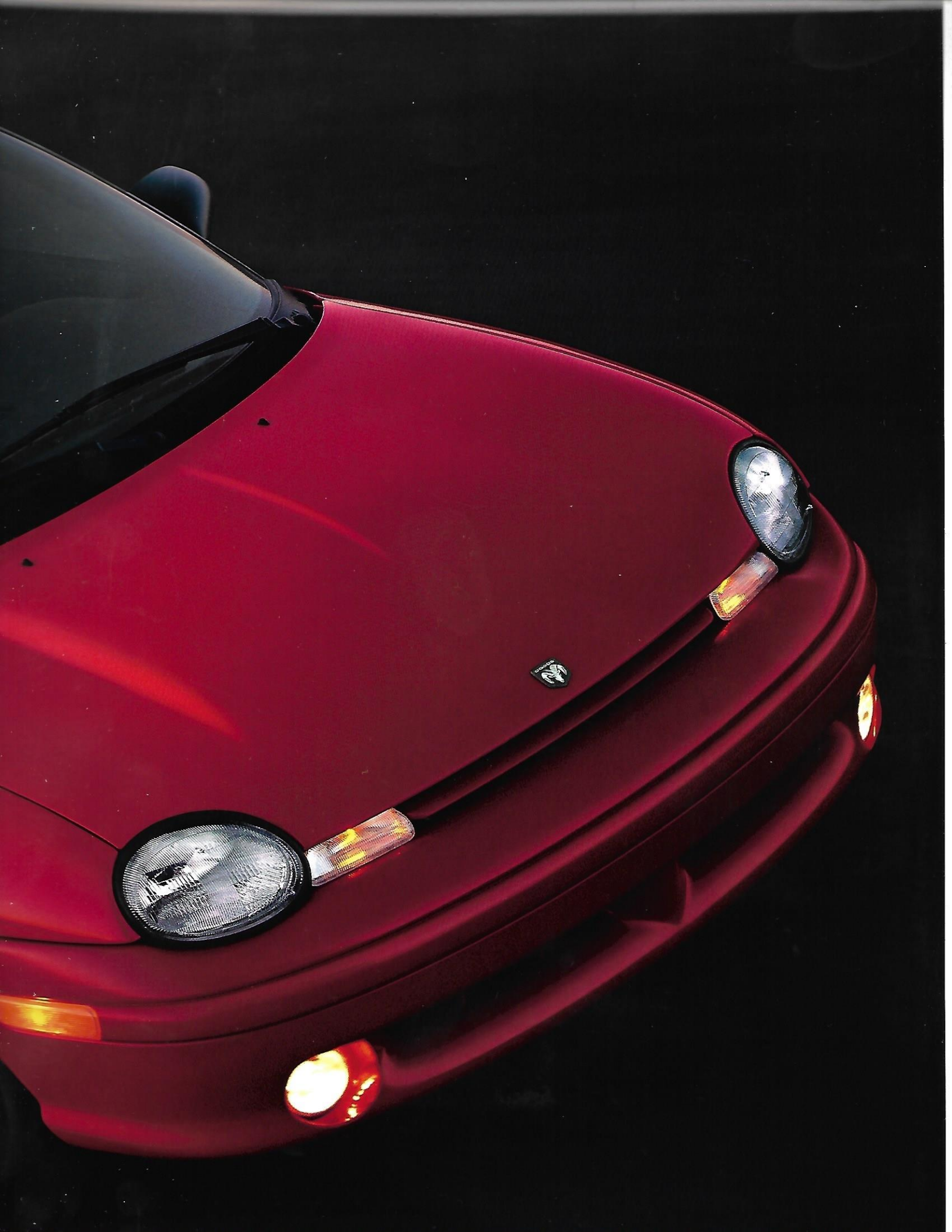
doesn't amount to even a tiny buzz. In fact, in every aspect of the word, we're content to leave the "buzzing" to our competitors.



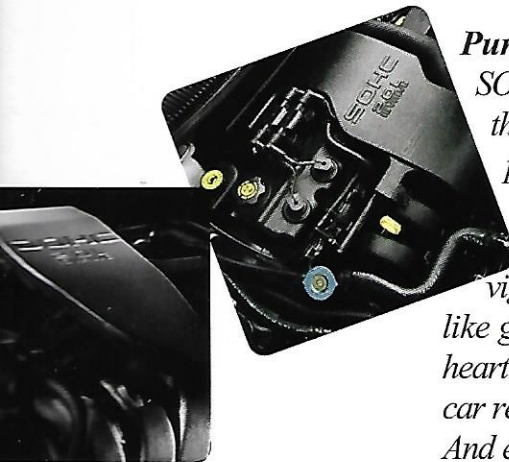
Neon  The New Dodge



SPORT



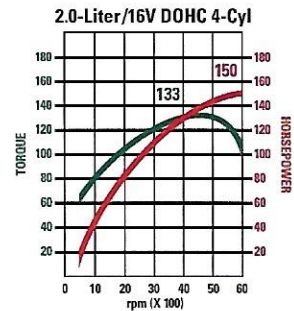
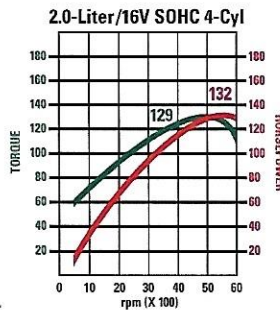
Zip Drive



Punch. The 2.0-liter SOHC 16-valve engine that creates 132 horsepower represented a breakthrough in its class. Getting such a vigorous power plant was like getting an aerobicized heart. No more was a small car required to be sluggish. And even today, no standard engine among Neon's primary competitors matches this impressive output.

Counterpunch. This 2.0-liter DOHC 16-valve engine produces 150* horsepower and intensifies Neon's maneuverability. Zero to 60 mph is achieved with surprising promptness. The power bulge hood accurately suggests the surplus of twin-cam potential underneath.

*Achieved using premium unleaded fuel. However, premium fuel is not required.



A quick study. The Dodge/Skip Barber Driving School and the Skip Barber Racing School chose Dodge as the exclusive supplier of vehicles and engines for all their teaching and racing operations. That means examples of the sharply responsive Neon R/T are prominent among the 100 passenger vehicles in the school's training fleet. For information, call 1-800-221-1131, e-mail speed@skipbarber.com or visit www.skipbarber.com.



Simple abundance. Like thoroughbred sports-racing cars from Europe, Neon ACR makes do without some luxuries. Cranking up the windows yourself means having a car that's lighter in weight, and therefore faster in races sanctioned by the Sports Car Club of America.[®] Included as standard equipment on Neon ACR are a performance five-speed manual transmission, tuned-for-competition suspension with adjustable struts and performance tires mounted on 14-inch cast aluminum wheels.





The volume is
gear splitting.



Invitingly purposeful. Something explicit is going on here. It's Neon's unreserved way of welcoming you to the helm. A cleanly attractive dash, well-integrated stack of climate and audio controls, and forthright switch gear for lamps and wipers manage to be inviting without sacrificing any of their purposefulness.

And this principle holds true as you add options such as fog lamps or cruise control — the buttons that work them are neatly incorporated into the instrument layout or the steering wheel.



Audio power. Neon's available sound system with in-dash CD player is a communications advance.

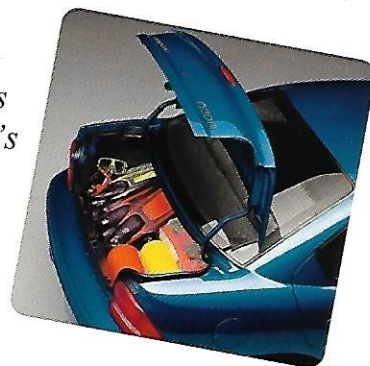


MPH meets RPM. Earnest driving — with heel-and-toe downshifts — requires an 8,000-rpm tachometer.

Autocrossing and SCCA® racing and the Dodge/Skip Barber Driving School require an 8,000-rpm tachometer. That's why we include one in every Neon Sport, R/T, and ACR.

SCCA is a registered trademark of Sports Car Club of America, Inc.

Load audacity. Because of a low lift-over height and a trunk lid that pivots up and away, the job of loading Neon's trunk with gear is hardly a grind. A remote trunk lid release is standard with all models except Neon ACR.



A museum display? Neon's interior design is a testimonial to tasteful modernity. But that's not to overlook the practical aspects. The 60/40 split-folding seatback lets unwieldy snowboards and skis extend into the passenger compartment, while one unruffled companion rides in the undisturbed rear seat

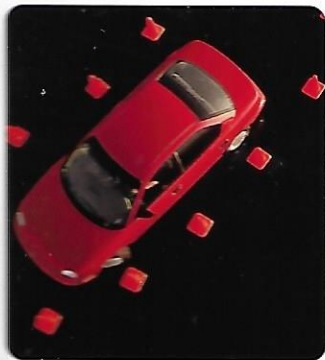
Interior Room	Coupe	Sedan
Head room front/rear (in)	39.6/36.5	39.6/36.5
Leg room front/rear (in)	42.5/35.1	42.5/35.1
Hip room front/rear (in)	50.3/53.9	50.8/50.6
Shoulder room front/rear (in)	52.0/54.7	52.5/52.3
Seating capacity	5	5
Passenger volume (cu ft.)	91.2	89.9
Trunk room (cu ft.)	11.8	11.8

Natural security advisor.



Dodge Neon Sedan shown in Bright White

Peace of tranquility. With Neon, safety is active and passive. Front and rear crumple zones absorb crash forces, leaving the passenger cell intact. Internal door beams of high-strength steel protect against impacts from the sides. Neon coupes are equipped with automatically self-adjusting seat belts to provide a snug, secure fit.



A braking story. Four-wheel disc brakes are included on Neon R/T and Neon ACR. Four-wheel disc antilock brakes are available on Neon, Neon Sport and Neon R/T.

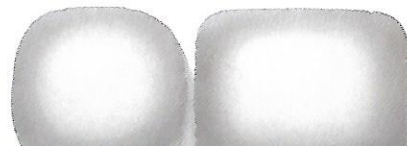


Admittance free to bearer! Remote keyless entry, optional on Neon Sport and R/T, is a blessing every time you come out to the car with bags of groceries in hand. Or for that matter, every time you come out to the car.

Kid-proof. When actuated, child-protection rear door locks, standard in Neon sedan, guard against the inadvertent opening of a rear door.



Supplemental restraint. The incomparable protection of Next Generation driver and front-passenger air bags* is, of course, standard.



Standard features and options.

Neon models include:

- Next Generation driver and front-passenger air bags* — Located in lower center of the instrument panel
- Power front disc/rear drum brakes
- Floor, includes storage armrest, cup holders, coin holder, front cubby
- Cassette and CD storage and tissue pack holder
- Child-protection rear door locks
- Side-impact intrusion protection — Includes steel side-guard door
- Structural reinforcements
- Front and rear body-color moldings
- 12.5 gallon fuel tank
- Tinted all windows

Features, options and package groups.

	ACR		Highline		Sport		R/T	
	Coupe	Sedan	Coupe	Sedan	Coupe	Sedan	Coupe	Sedan
Transmission	Coupe, Sedan		Coupe, Sedan		Coupe, Sedan		Coupe, Sedan	
DHC 16-Valve I-4 5-Speed Manual			21D					
DHC 16-Valve I-4 3-Speed Automatic			22D					
DHC 16-Valve I-4 5-Speed Performance Manual	25A							
DHC 16-Valve I-4 5-Speed Performance Manual	23A		23G		23G		23H	
DHC 16-Valve I-4 3-Speed Automatic			24G					
— Air conditioning** — Manual temperature control	0	0	0	0	*	*	*	*
— Ramblins — Overhead for front passenger					*	*	*	*
— Body Moldings — Body-color			*	*	*	*	*	*
— Power front disc/rear drum brakes			*	*	*	*	*	*
— 4-wheel disc	*	*			*	*	*	*
— 4-wheel disc with antilock			0	0	0	0	0	0
— Digital, integral to all radios	0	0	*	*	*	*	*	*
— Value Group								
— Power windows, tilt steering column, electronic speed control								
— Speedometer			0	0	0	0	0	0
— Power door locks and dual power exterior mirrors			0	0	0	0	0	0
— Anti-lock — Electric rear window	0	0	*	*	*	*	*	*
— Child-protection rear door locks	*	*	*	*	*	*	*	*
— Body-color moldings							*	*
— Cruise Controller — Unlimited speed	*	*			*	*	*	*
— Front with fog lamps					*	*	*	*
— Carpets — Front and rear, carpeted			*	*	*	*	*	*
— Power bulge	*	*			*	*	*	*
— Trunk Lamp			*	*	*	*	*	*
— Rearview day/night with integral headlamps (included in Light Group)			P	P	P	P	P	P
— Dual power (included in Power Convenience Group)			P	P	P	P	P	P
— Glove box, ignition key								
— Interior rearview day/night mirror			0	0	0	0	0	0
— Dual Illuminated vanity mirrors			0	0	0	0	0	0
— Keyless Entry System								
— Power door locks, illuminated entry								
— Alarm and panic alarm (requires Power Convenience Group)					0	0	0	0
— Cloth front low-back buckets with 2-way adjustable head restraints and rear bench with 60/40 folding seatback			*	*				
— Cloth in seats, with Blue or Red Accents								
— Cloth front low-back buckets with 2-way adjustable head restraints, increased lateral support and rear seat with 60/40 split-folding seatback			*	*			*	*
— Cloth front low-back buckets with 2-way adjustable head restraints and rear bench with 60/40 folding seatback			*	*				
— Keyless Entry System					*	*		
— FM stereo radio 4 speakers	*	*	*	*	*	*	*	*
— FM stereo with CD player, graphic equalizer								
— 3 speakers					0	0	0	0
— FM stereo with premium cassette player, changer								
— FM stereo with 3 speakers	0	0	0	0	0	0	*	*

Instrument Cluster — Analog, includes speedometer, odometer, trip odometer; gauges for fuel level, engine coolant temperature; warning lamps for brake system, low oil pressure, check engine, seat belts, air bags and high beam headlamps

Lighter — Located in lower center of the instrument panel

Map Pockets — Front doors

Seat Belts — Color-keyed, three-point Unibelt for outboard seating positions, front outboard position include height-adjustable shoulder belts, traveling inboard buckles, lap belt in rear center location

Suspension — Four-wheel fully independent

Tires — Compact Spare

Wipers System — Two-speed with variable intermittent mode

Exterior Rearview Mirrors — Driver remote, passenger-side manual

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

* = Included. P = Available within package noted in parenthesis. 0 = Optional.

	ACR		Highline		Sport		R/T	
	Coupe	Sedan	Coupe	Sedan	Coupe	Sedan	Coupe	Sedan
Speed Control								
— Electronic with steering wheel-mounted controls (included in Deluxe Convenience Group)			P	P	P	P	P	P
Spoiler — Trunk Lid			*	*	*	*	*	*
Steering								
— Firm-feel power steering, 16:1 ratio	*	*					*	*
— Power steering, 18:1 ratio			*	*	*	*	*	*
Steering Column — Height adjustable (Included in Deluxe Convenience Group)			P	P	P	P	P	P
Steering Wheel — Leather-wrapped, including shift knob	*	*					*	*
Sun Visors								
— Driver-side with covered vanity mirror and map clip			*	*	*	*	*	*
— Dual covered illuminated vanity mirrors (included in Light Group. Included with sunroof.)			P	P	P	P	P	P
Sunroof								
— Power, includes dual covered illuminated vanity mirrors and front passenger-assist handle (included in Value/Fun Group)			P	P	P	P	P	P
Suspension								
— Competition, front, unique performance-tuned dual isolated, gas-charged struts with adjustable camber, coil springs and stabilizer bar; rear, with sway bar and independent multilink with unique performance-tuned gas-charged struts and coil springs	*	*						
— Sport, unique front and rear struts and springs, front and rear sway bars and rear spring isolators							*	*
— Touring, front, dual-path isolated gas-charged struts with retuned coil springs and stabilizer bar; rear, independent multilink with gas-charged struts, coil springs and rear isolators			*	*	*	*	*	*
Tires								
— P185/65R14 BSW all-season touring			*	*	*	*	*	*
— P175/65HR14 BSW all-season performance	*	*					*	*
— P185/65HR14 BSW all-season performance	*	*					*	*
Trunk Lid Release — Remote			*	*	*	*	*	*
Value/Fun Group								
— Power Convenience Group, power sunroof, front power windows, AM/FM cassette with changer controls			0	0	0	0	0	0
Value Group								
— Power Convenience Group, front power windows, AM/FM cassette with changer controls			0	0				
Wheel								
— 14" cast aluminum [†]	*	*			0	0		
— 14" unique cast aluminum					*	*	*	*
— 14" steel with Highline bolt-on wheel covers [‡]			*	*			*	*
— 14" steel with Sport bolt on wheel covers [‡]			*	*	*	*	*	*
Windows								
— Power, front doors only (requires Power Convenience Group)			0	0	0	0	0	0

[†] Do not use after-market installed air conditioning with the vehicle — may cause damage to power train and void warranty.

[‡] Required on all passenger vehicles registered in New York state.

[‡] Painted white when ordering Bright White exterior color.

Colors, models, accessories, wheels, and trim.



Flame Red



Deep Cranberry



Deep Amethyst



Black



Bright White



Bright Platinum



Alpine Green



Forest Green



Intense Blue

Models



Neon ACR



Neon

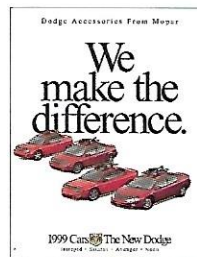


Neon Sport



Neon R/T

All Neon models available in both coupe and sedan.

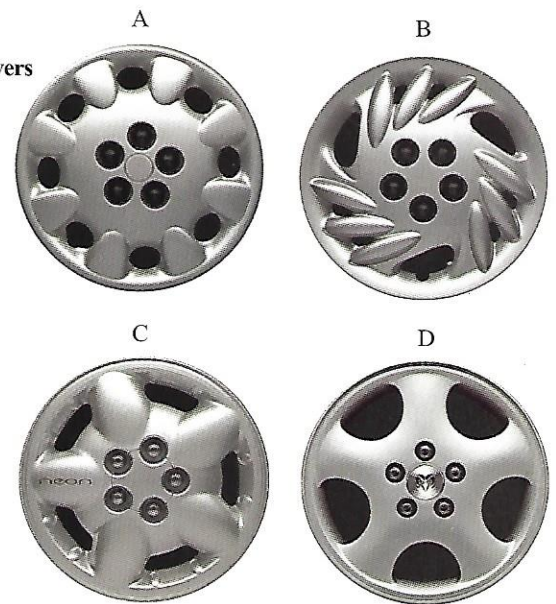


Accessories

High-quality Dodge Accessories from Mopar are specially designed by Dodge engineers to fit your Neon exactly. For information on Mopar comfort, convenience, and appearance accessories, ask your dealer for a copy of the brochure shown here.

Wheels and Wheel Covers

- A 14" Highline Bolt-on Wheel Cover
- B 14" Sport Bolt-on Wheel Cover
- C 14" Cast Aluminum Wheel
- D 14" Cast Aluminum R/T Wheel



Fabric and Trim

Selection of interior seat coverings includes (from left to right): Prism cloth, standard on Neon, shown in Agate and available in Camel. Rumba cloth, standard on Neon Sport, shown in Camel and available in Agate. Rumba cloth, standard on Neon R/T, shown in Agate with red accents and available in Agate with blue accents.



Colors shown will vary slightly from actual hues. Ask your dealer for accurate color chips. Clear coat finish is standard on every Dodge vehicle.

We'd like to continue this relationship.

Call Us At: 1-800-4-A-DODGE
Talk to someone who can tell you what you want to know about the 1999 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.

On the Web: www.4adodge.com
The award-winning Dodge Web site provides you with an information source you can access directly 24 hours a day from the comfort of your home or office. Pricing, competitive comparisons, and dealer information are just a click away.

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.



3/36 Customer One Care[™] Plan
Your Dodge vehicle is covered by Chrysler 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.[†] 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).
† 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 Chrysler 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* 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's programs are offered subject to availability and state and local laws.

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 a new vehicle more often without penalties sounds great, ask about Gold Key Lease.



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 new Commercial Finance Options Program offers special 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 1999 Dodge vehicles. Ask your dealer or call Automobility Headquarters at 1-800-255-9877.

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The New Dodge



We're all about change.

There is no status quo at Dodge. We've transformed the way people drive with new kinds of vehicles that are an embodiment of the latest technologies. Alternate fuels, exotic materials, and new configurations are constantly being explored. Advances in safety technology, suspension systems, engine dynamics, and ergonomics are continually evaluated. Because we know that no matter how fast things change these days, people still want cars and trucks that are good looking, well-built, and exciting to drive. And to ensure that you get all the information you need to make an intelligent purchase, there are automotive experts awaiting your call at 1-800-4-A-DODGE. We've also created a Web site you can visit at anytime from anywhere in the world at: www.4adodge.com.



The New Dodge