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2007 Dodge Dakota Continues to Stand Alone as the Largest, Strongest and Most Capable Mid-size Pickup Truck

August 31, 2006, Auburn Hills, Mich. - The 2007 Dodge Dakota continues to deliver best-in-class torque, towing capacity and interior space. With versatile body styles and powerful engines – including the only V-8 engines available in the mid-size pickup truck segment – Dodge Dakota delivers bold pickup styling and capability.

"Dodge buyers like the right size of the Dodge Dakota, which is more fuel efficient and maneuverable than a full-size pickup but can still get the big jobs done," said George Murphy, Senior Vice President – Global Brand Marketing, Chrysler Group. "The 2007 Dodge Dakota lets our owners work hard and play hard by providing the largest and strongest mid-size pickup truck on the market."

The 2007 Dodge Dakota offers its 4.7-liter V-8 engine with standard E-85 compatibility, earning the Flexible Fuel Vehicle (FFV) designation that provides customers the option of operating their Dakota on ethanol, gasoline or a mixture of the two.

In addition, Dodge Dakota features a new standard dual-position tailgate, allowing customers more options when using the pickup bed for hauling materials; optional remote start; Tip Start; a one-touch lane-change signal; YES Essentials® stain-resistant fabric; and new 18-inch wheels are available.

"WHAT'S NEW FOR 2007"

Exterior

- Dual position tailgate becomes standard equipment on all models and provides increased functionality for cargo bed hauling
- New exterior color offerings include Brilliant Black and Electric Blue

Interior

- YES Essentials® Stain resistant, odor resistant, anti-static seat fabric becomes standard cloth on SLT model and is packaged with ST model seat upgrade
- Power accessory delay ensures power function, including radio, continues for period of time after vehicle is keyed off

Powertrain / Chassis

- 3.7-liter engine upgraded to include Electronic Throttle Control (ETC) and Exhaust Gas Recirculation (EGR) capability
- 4.7-liter engine becomes flexible-fuel capable (E85)
- Low current, tip start ignition
- 18-inch chrome clad wheel becomes available on SLT and Laramie models
- 18-inch black painted aluminum wheels offered as stand-alone option

Safety & Security

- Segment-first remote start becomes stand-alone option on SLT and Laramie models
- Three-blink lane change feature enables one-touch capability
- Passenger seat belt reminder

Packages

- 18-inch painted aluminum wheel is packaged with Sport Appearance Group, which is optional on SLT

and Laramie models

- Chrome accent package available on SLT and Laramie models includes chrome tubular side steps, fuel filler door, hood deflector and exhaust tip

DESIGN

"The Dodge Dakota is instantly recognizable as a Dodge," said Trevor Creed, Senior Vice President – Design, Chrysler Group. "The bold design reinforces Dodge Dakota's size and power advantages over the competition with full-size styling cues. Dakota defines the look for its segment, just as the Dodge Ram does for full-size trucks."

Dodge Dakota's grille conveys a powerful and prominent brand statement with its signature Dodge crosshair as the focal point. The sharply defined, large hood-mounted grille descends into the front bumper, creating a strong visual effect. An air dam below the front fascia completes the bold look, reducing air flow under the vehicle and reducing drag.

Dakota Club Cab® and Dakota Quad Cab® models feature more interior room than all other mid-size pickups. The Dodge Dakota Quad Cab offers the most interior space and is the only four-door model in its class to offer six-passenger seating.

Dodge Dakota's capability advantage continues with more room between the wheel wells, compared with the competition, and maintains its bed-wall height for easy loading. The Dodge Dakota Club Cab features a 6-foot, 6-inch bed, and the Dakota Quad Cab a 5-foot, 3-inch bed.

ENGINEERING

"With bold styling and a variety of versatile body and powertrain options, the 2007 Dodge Dakota gives mid-size truck buyers exactly what they want," said Mike Donoughe, Vice President – Body-on-frame Product Team. "With more torque, towing capability and interior room than the competition, Dodge Dakota continues to deliver full-size pickup capability in a mid-size package."

"New for 2007, Dodge Dakota offers customers more fuel choices with its flexible-fuel, 4.7-liter V-8 engine, which is compatible with E-85 fuel."

The 2007 Dodge Dakota takes its place at the head of the mid-size pickup truck class with a hydroformed, fully boxed frame, coupled with coil-over shock absorbers, and an independent front suspension that provides precise ride-and-handling dynamics. Dodge Dakota achieves a best-in-class tow rating of 7,150 lbs. and a Gross Combined Weight Rating (GCWR) of 11,700 lbs.

With two V-8 offerings, the 2007 Dodge Dakota dominates the mid-size pickup truck segment in torque and towing. The 4.7-liter V-8 Magnum® is rated at 230 horsepower (172 kW) and 290 lb.-ft. (319 N•m) of torque, while the 4.7-liter High Output Magnum V-8 provides even more performance with 260 horsepower (190 kW) and 310 lb.-ft. (420 N•m) of torque.

A powerful 3.7-liter Magnum V-6 rated at 210 horsepower (157 kW) and 235 lb.-ft. (319 N•m) of torque is a segment-exclusive standard feature on the 2007 Dodge Dakota.

PRODUCT HIGHLIGHTS

The only mid-size pickup truck with two V-8 engines

- Dodge Dakota offers the only V-8 power in the mid-size pickup market with an available FFV 4.7-liter Magnum V-8 that produces 230 hp and 290 lb.-ft. of torque
- An available High Output 4.7-liter Magnum V-8, with 260 horse power and best-in-class 310 lb.-ft. of torque, provides even more performance
- Dakota also features a standard 3.7-liter Magnum V-6 delivering 210 hp and 235 lb.-ft. of torque, featuring a new variable-line-pressure, four-speed automatic transmission that improves fuel economy

Full-size truck capability

- Dodge Dakota delivers a best-in-class tow rating of 7,150 lbs. and best-in-class GCWR of 11,700 lbs.,

living up to its "do more, get the job done" image

- Dakota's hydroformed and fully boxed frame increases stiffness and improves durability
- Dakota's bed has 5 extra inches between the wheel wells, compared with the competition, easing loading and carrying

Best-in-class interior room

- Dodge Dakota features best-in-class overall interior space, compared with mid-size pickup truck competition
- Dakota Quad Cab offers four true doors, with second-row doors opening 84 degrees; room for six adults; and better ride quality than its smaller competition
- Dakota Club Cab provides Full Swing rear-access doors on both sides

Comfort and convenience

- Entertainment sound system options include a 508-watt SoundBox™ from Alpine® and an audio auxiliary jack that enables playback of personal audio devices
- An optional sun roof is available on the Dodge Dakota Quad Cab

Five-star safety rating

- The National Highway Traffic Safety Administration awarded the Dodge Dakota Club Cab a five-star safety rating in front- and side-impact crash tests
- Dodge Dakota is available with side-curtain air bags for front and rear passengers
- Crushable and replaceable, octagonal front frame rail tips with patented crush initiators are designed to absorb frontal impacts more effectively and consistently than other designs

MODEL LINEUP

2007 Dodge Dakota ST

Standard Features

- 3.7-liter Magnum V-6 engine
- 180-degree opening rear-access doors (Club Cab only)
- Tinted rear windows
- Air conditioning
- Map lamps
- AM/FM stereo with single CD player and four speakers
- Front disc and rear drum brakes with rear-wheel anti-lock braking system (ABS),
- 16-inch styled steel wheels,
- Electric-shift, part-time, four-wheel-drive transfer case
- Cloth bucket seats

Optional Equipment

- Four-speed automatic transmission
- 4.7-liter Magnum V-8 engine with five-speed automatic transmission
- Sliding rear window
- Cloth heated bucket seats with six-way power driver's seat
- 500-watt SoundBox audio system
- UConnect® Hands-free Communication System with Bluetooth® wireless technology
- Four-wheel, anti-lock braking system
- Supplemental side-curtain air bags
- Skid Plate Group and Trailer Tow Group
- Sport Appearance Package

2007 Dodge Dakota SLT

Standard Features

- 3.7-liter Magnum V-6 engine
- Chrome bumpers
- Fog lamps
- Dual power mirrors
- Power windows, locks and keyless entry
- 16-inch cast-aluminum wheels
- Cloth bucket seats with full-floor console
- SIRIUS Satellite radio

Optional Equipment

- 4.7-liter Magnum V-8 engine
- 4.7-liter High Output Magnum V-8 engine
- 17-inch chrome-clad aluminum wheels
- Full-time electric-shift transfer case (four-wheel drive only)
- Leather seats
- Six-way power driver's seat
- Premium AM/FM stereo with six-disc CD player and MP3 capability
- Alpine six-speaker system with 288-watt amplifier
- Leather-wrapped steering wheel with remote audio controls
- Supplemental side-curtain air bags
- Skid Plate Group and Trailer Tow Group
- Sport Appearance Package

2007 Dodge Dakota Laramie

Standard Features

- Automatic transmission
- Automatic headlamps
- Leather bucket seats with six-way power driver's seat
- Premium AM/FM stereo with six-disc CD player and MP3 capability
- Alpine six-speaker system with 288-watt amplifier
- Leather-wrapped steering wheel with remote audio controls
- Auto-dimming, day-night rearview mirror
- UConnect® Hands-free Communication System with Bluetooth wireless technology
- Security alarm
- Sentry Key® Engine Immobilizer
- Overhead Convenience Group

Optional Equipment

- 4.7-liter Magnum V-8 engine
- 4.7-liter High Output Magnum V-8 engine

SAFETY AND SECURITY FEATURES

Please refer to the [Safety Glossary](#) for descriptions of the following features:

- Anti-lock Braking system (ABS)
- Child-protection rear door locks
- Constant Force Retractors (CFR)
- Electronic Brake Force Distribution (EBD)
- Energy-absorbing steering column
- Enhanced accident response system
- Head restraints
- HomeLink® universal home security system transceiver
- Interior head-impact protection
- Knee bolsters

- Lower Anchors and Tethers for Children (LATCH) child seat anchor system
- Low-risk deployment front-passenger air bag
- Octagonal front frame rail tips
- Seat belt pretensioners
- Remote keyless entry
- Supplemental side-curtain air bags
- Three-point shoulder belts
- UConnect® hands-free Communication system

COLOR AVAILABILITY

- Electric Blue
- Brilliant Black
- Bright Silver Metallic
- Bright White
- Flame Red
- Mineral Gray Metallic
- Patriot Blue Pearl Coat
- Inferno Red Crystal Pearl Coat

MANUFACTURING INFORMATION

- 2007 model year production start: August 2007
- Production location: Warren Truck Assembly Plant in Warren, Mich.
- 4.7-liter V-8 engine: Mack Avenue Engine Plant 1 in Detroit
- 3.7-liter Magnum V-6 engine: Indianapolis Foundry in Indianapolis
- Five-speed automatic transmission: Indiana Transmission I in Kokomo, Ind.
- Six-speed manual transmission: Sao Bernardo do Campo plant in Sao Paulo, Brazil

MARKET POSITION

The 2007 Dodge Dakota offers the optimal combination of bold styling, real pickup truck capability and superior ride comfort. With best-in-class torque and towing, the 2007 Dodge Dakota delivers bold, full-size pickup styling and power with the only V-8s in its class.

The Dodge Dakota Club Cab and Quad Cab models offer more interior room than all other mid-size pickups. The Dodge Dakota Quad Cab is the only four-door model in its class to offer six-passenger seating. Dakota Club Cab features Full Swing rear-hinged access doors that open nearly 180 degrees for easy entry and exit.

Demographics

- Gender: 89 percent male (Club Cab); 81 percent male (Quad Cab)
- Age: 25-45
- Median Annual Household Income: \$56,000
- Household: 72 percent married (Club Cab); 79 percent married (Quad Cab)

MARKET ADVANTAGES

- Two V-8 offerings: 4.7-liter V-8 Magnum is rated at 230 horsepower (172 kW) and 290 lb.-ft. (319 N•m) of torque, while the 4.7-liter High Output Magnum V-8 provides even more performance with 260 horsepower (190 kW) and 310 lb.-ft. (420 N•m) of torque
- A powerful, 3.7-liter Magnum V-6 rated at 210 horsepower (157 kW) and 235 lb.-ft. (319 N•m) of torque is a segment-exclusive standard feature on the 2007 Dodge Dakota
- The Dakota Quad Cab is roomier than all other mid-size pickups, providing adult-size rear-seat accommodations for three, and overall seating for six passengers

PRODUCT CHRONOLOGY

2006 Model Year

Four New 2006 Offerings:

TRX —The TRX equipment package is available on Dakota ST, SLT and Laramie 4x2 models, in both Club and Quad Cab configurations. TRX equipped vehicles include unique five-spoke/five-lug 16-inch aluminum wheels and aggressive Goodyear Wrangler off-road tires; tow hooks; limited-slip differential; and TRX decal on cargo box.

TRX4 Off-Road—The TRX4 off-road equipment package (available mid-2006 MY) is available on Dakota SLT and Laramie 4x4 models, in both Club and Quad Cab configurations. TRX4 equipped vehicles include painted shocks; unique, five-spoke/five-lug 16-inch aluminum wheels and aggressive BF Goodrich off-road tires; increased ride height of one inch; limited-slip differential; heavy-duty service package; skid plates; tow hooks; specific TRX4 Off-Road cargo box decal; and slush mats.

R/T—The Limited Edition R/T model is based on the Dakota SLT equipped with the “2TD” customer preferred option (CPOS) package and is available in Club or Quad Cab configurations. Dakota R/T content includes 4.7-liter High Output (HO) engine; 17-inch five-spoke/five-lug chrome-clad aluminum wheels; hood scoop; sport appearance package (in Red Flame or Black only); body color grille surround; chrome exhaust tip; cargo box decals; R/T headrest; R/T instrument cluster graphic; and Satin Silver center stack/door remotes.

Night Runner—The Limited Edition Night Runner model is based on the Dakota SLT and is available in Club or Quad Cab configurations. The Night Runner model is equipped with black chrome grille surround; fascia insert and 17-inch Black Chrome wheels; sport appearance package; cargo box decal; Night Runner headrests with logo stitching; Night Runner instrument cluster graphic; and black center stack/door remotes.

- Optional SoundBox™ from Alpine® (available on Club Cab only) offers powerful 508-watt sound system and 10-inch subwoofer within styled, translucent “box” positioned between rear seats
- Premium audio system — 276 watts — optional Alpine® speaker system
- Audio Auxiliary Jack enables playback of personal audio devices is standard equipment and added to standard audio system
- Center stack appliqué on SLT models changes from wood finish (Sycamore) to GH metal
- SIRIUS Satellite Radio digital audio system standard on Laramie models
- Variable Line Pressure (VLP) feature added to four-speed automatic transmission (mated with 3.7-liter V-6 engine), resulting in improved fuel economy and smoother shifts
- 16-inch styled steel wheel replaces 16-inch full-face wheel on ST 2TC CPOS
- 16-inch cast-aluminum wheel available as option on 2TC CPOS
- P265/65R17 (17-inch) On/Off Road tire replaces P275/60R17 all-season tire on 4x2 models
- Rear access doors on Club Cab configured to open nearly 180 degrees — a first-in-segment application
- Optional sun roof systems offered on Quad Cab models
- New exterior color offerings are Inferno Red Crystal Pearl and Light Khaki

2005 Model Year

- Optional 4.7-liter High Output V-8 engine brings 260 horsepower
- Six-speed manual transmission
- Quieter air induction system
- Coil-over-shock-absorber independent front suspension
- Stronger, more durable hydro-formed frame
- Outstanding brake system stopping distance, fade resistance and pedal feel with new disc/drum brake system that weighs 15 pounds (6.8 kg) less than four-wheel disc brakes of comparable performance
- Chrome-clad 17-inch wheels—optional on SLT and Laramie
- Restyled body
- Rear access doors on Club Cab
- Automatic headlamps standard equipment on Laramie
- Roll-formed ultra-high-strength steel windshield header
- Ditch weld seam (where the roof meets the aperture) provides a finished appearance without a molding
- Freshened interior
- Cloth and leather bucket seats available with carbon fiber heating elements
- Rear-door map pockets in Club Cab and Quad Cab rear-door trim panels
- Optional integral six-disc CD changer capable of playing MP3 discs (Sales Code RAQ)

- Powerful audio system—276 watts—optional Infinity® speaker system
- Optional Satellite Digital Audio radio system
- Optional UConnect® Hands-free Communication System
- Controller Area Network (CAN) protocol intra-vehicle communications network
- Multi-stage driver and front-passenger air bags with weight-based Occupant Classification System (OCS) for controlling front-passenger air bag deployment
- Available side-curtain air bags for front and rear seats
- Shoulder belts in all rear seating positions, Club Cab and Quad Cab (shoulder belt in center rear seating position of Quad Cab)
- Head restraints in rear outboard seating positions that comply with proposed regulation
- Taller front head restraints that comply with proposed regulation
- Optional integrated remote keyless entry transmitter and ignition key
- Optional long-range remote keyless entry transmitter

2004 Model Year

- 3.7-liter V-6 engine replaces 3.9-liter V-6 engine
- New 42RLE four-speed automatic transmission available
- Front bucket seats become standard on Quad Cab
- Stampede Package continues on Sport Regular and Club Cab 4x2 models

2003 Model Year

- Mid-model year intro Stampede
- New 5-45RFE five-speed automatic transmission with 4.7-liter engine provides a second overdrive ratio—optional on Sport, Sport Plus, SLT and SLT Plus models
- 2.5-liter engine is discontinued
- Four-wheel disc brakes with rear-wheel anti-lock (RWAL) are standard on four-wheel-drive models and two-wheel-drive models
- 16" x 7" cast-aluminum wheels are standard on all models except R/T
- Four-gauge cluster standard on base and SXT models
- Next-generation controller (4.7-liter engine only)
- New six-disc in-dash CD changer radio is optional
- Lower Anchors and Tethers for Children (LATCH) child seat anchor system added
- Interior upper head impact protection—Front driver and passenger; meets 2003 federal standard
- Onboard refueling vapor recovery system added to all Club Cab models
- Natural vacuum leak detection pump added (4.7-liter engine only)

2002 Model Year

- New SXT model with Regular and Club Cab bodies
- Sport Plus and SLT Plus models replace corresponding décor packages, mid-year
- Fixed GVWR ratings provide increased payloads on most models
- Larger—P235/75R15 tires—Standard on two-wheel-drive Quad Cab
- Rear-Wheel Anti-Lock (RWAL) brake system includes Electronic Brake Apportioning (EBA) for increased rear brake lining life
- Door structure revised for dynamic side-impact protection
- Brake-shift interlock (automatic transmission only)

2001 Model Year

- NV233HD and NV244HD electrically shifted four-wheel drive transfer cases
- Sentry Key® engine immobilizer added to optional security alarm
- All-new interior: Instrument panel, instrument cluster, floor consoles and trim panels

2000 Model Year

- Quad Cab (November 1999 introduction)
- Next-generation 4.7-liter Magnum® V-8 engine
- Multi-speed 45RFE automatic transmission

- Rack and pinion steering on four-wheel-drive models
- Early compliance with 2003 model-year head impact safety standard
- Child seat tether anchors in cab back panel

1999 Model Year

- NV1500 five-speed manual transmission used with 2.5-liter I-4 engine

1998 Model Year

- R/T Group with 5.9-liter Magnum® V-8 engine (250 hp and 345 lb.-ft. torque) (April 1998 introduction)
- Next-generation driver and front-passenger air bags (running change) (a)
- Passenger air bag on/off switch (running change) (b)

1997 Model Year

- All-new body and chassis
- Passenger air bag

1994 Model Year

- Driver air bag

1993 Model Year

- Four-wheel anti-lock brakes available

1991 Model Year

- Club Cab available with four-wheel drive

1990 Model Year

- V-8 engine introduced
- Club Cab body introduced (two-wheel drive and 6.5-ft. box only)

1987 Model Year

- Four-wheel-drive model initial introduction

1986 Model Year

- Rear-wheel-drive model initial introduction spring 1986 as a 1987 model

(a) Certified to federal regulations that allow less forceful air bags. Always use seat belts. Remember, a back seat is the safest place for children.

(b) Important, always remove key. Rearward-facing child seats can be used in the front seat only with the passenger air bag turned off.

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