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The Original and Most-Awarded Minivan Continues to Lead Its Segment

- Dodge brand originated the minivan segment
- Brand is sales leader 23 years running

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As the originator of the modern minivan, Dodge has pioneered more minivan innovations than any other brand in the marketplace and has been the sales leader for 23 consecutive years.

Whether it's cars, trucks or minivans, the Dodge brand offers bold, powerful, capable and street-smart vehicles that are known for affordable performance. With nine new vehicles launching in just two years, Dodge, the Chrysler Group's best-selling brand, continues its product offensive with the launch of the all-new 2008 Dodge Grand Caravan.

The Dodge brand's expansion into international markets started with the all-new Caliber in the 2006 calendar year, and will continue with the Nitro, Caliber SRT4 and a D-segment vehicle in 2007.

With all-new bold, contemporary styling, the 2008 Dodge Grand Caravan offers unexpected features with unmatched adaptability and value to be the best all-around transportation option for young families.

The target customer for the 2008 Dodge Grand Caravan is a married couple between the ages of 30 and 44 with two or more children under the age of 12. This customer has a median household income of \$70,000. Sixty percent are expected to be college graduates. They are family-oriented and want the best for their family.

"Owning 2008 Dodge Grand Caravan is the equivalent of giving your family a hug every time you drive it," said Tom Loveless, Director – Dodge Marketing, Chrysler Group. "It lets families keep everything together and get it all done in an enjoyable way."

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