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

- Dodge invented the modern minivan and has continued to perfect the minivan formula of a garageable van designed from the inside out
- Dodge Caravan reigns as the minivan-segment sales leader for 23 consecutive years

August 5, 2007, Auburn Hills, Mich. - 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. Since 1983, Dodge has sold almost 12,000,000 minivans. Dodge outsells its nearest competitor by more than a two-to-one margin. With that kind of experience and customer base, Dodge continues to perfect the minivan formula with innovative, fresh ideas customers appreciate.

"Today's families are on the move, and the all-new 2008 Dodge Grand Caravan is purpose-built to serve their everyday needs," said Mike Accavitti, Director – Dodge Marketing. "With its new features and technology, the Dodge Grand Caravan brings the comforts of home on the road."

With its exclusive Stow 'n Go seating and storage system, Dodge Caravan has a 22 percent share of the minivan segment, which is the highest of any minivan nameplate in the United States.

The minivan segment is a vibrant part of the new vehicle market, averaging 1.1 million units sold since 1993. Roughly one of every 15 new vehicles sold in the United States is a minivan and that is expected to stay stable or grow slightly in the near future.

With all-new bold, athletic styling, the 2008 Dodge Grand Caravan offers unmatched versatility, clever features, the safety consumers expect 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 at a reasonable price.

Model Lineup

For 2008, Dodge offers two passenger models, the Dodge Grand Caravan SE and the Dodge Grand Caravan SXT.

The Dodge Grand Caravan SE is powered by a 3.3-liter V-6 engine that produces 175 hp (131 kW) and 205 lb.-ft. (278 N•m) of torque and is mated to a four-speed transaxle. The 3.3-liter engine is a flex-fuel engine capable of running on E85, a renewable fuel. Standard features included on the Dodge Grand Caravan SE are advanced multistage driver and low-risk-deployment front-passenger air bags; supplemental all-row side-curtain air bags with added rollover protection; Electronic Stability Program (ESP) with Brake Assist and traction control; air conditioning with manual temperature control; 140 amp alternator; passenger assist handles located on the A-pillar, B-pillar and headliner above the sliding passenger doors; vanity mirror; 600-amp maintenance-free battery; four-wheel anti-lock disc brakes; brake-park interlock; LATCH child seat anchor system; overhead console that includes a rearview interior conversation mirror with sunglass holder; standard front-row center floor console with four removable, dishwasher-safe cup holders; rear window defroster; black door handles; power door locks; dual, manual sliding doors; tinted glass; standard door-trim panel with armrest, two map pockets, chrome interior door handles and first- and second-row bottle holders; dual glove boxes; third-row rear seatback grocery bag hooks; halogen headlamps with headlamp-off time delay; manual liftgate with single floodlamp; rear dome light located between the second and third rows; front courtesy/map light; manual, three-gauge whiteface instrument cluster display; fold-away exterior mirrors; bodyside

accent color molding; black grille with body color horizontal bars; 12-volt power outlets in the instrument panel and rear quarter trim; AM/FM/CD/MP3 radio with four-speaker sound system; Sentry Key® remote, keyless, illuminated entry with anti-theft engine immobilizer; cloth seats with removable second-row two-passenger bench seat and third-row 60/40 split bench seat that folds into the floor; second-row, in-floor covered storage bins; DoorAlert; power rack-and-pinion steering; manual tilt steering column; tip start; FOB Integrated Key (FOBIK); tire pressure monitoring system; 16-inch steel wheels; "Dodge Grand Caravan SE" badging; compact spare; power front windows with one-touch down and driver-side one-touch up; intermittent front and rear wipers and 20-gallon fuel tank.

In addition to the standard equipment on the Dodge Grand Caravan SE, available equipment includes Stow 'n Go® seating and storage system; Swivel 'n Go™ seat system; power sliding driver-side and passenger doors; YES Essentials® anti-stain, anti-static, anti-odor cloth seats and floor mats; engine block heater; 160 amp alternator; AM/FM/CD/DVD/HDD/MP3 MyGIG Multimedia Entertainment System featuring ParkView® rear back-up camera, six speakers and SIRIUS Satellite Radio; roof rack; manual driver lumbar support; eight-way power driver seat; security alarm; leather-wrapped shift knob; body color side molding; speed control with steering-wheel-mounted controls; trip computer with temperature and compass display in instrument cluster; power one-touch-down second-row windows; power third-row quarter vents and an integrated child booster seat (late availability).

The following packages are available on the 2008 Dodge Grand Caravan SE: Integrated Child Bench Seats with YES Essentials Fabric Group which features a second-row bench seat with two, integrated child safety seats, YES Essentials anti-stain, anti-static, anti-odor seat fabric and YES Essentials floor mats; Appearance Group which includes 16-inch aluminum wheels, leather-wrapped shifter knob and steering wheel, steering-wheel-mounted audio controls, body color exterior moldings and a roof rack; Entertainment Group #1 which features a second-row overhead eight-inch video screen, two wireless headphones, video remote control, six speakers, 115-volt power outlet, SIRIUS Satellite Radio and AM/FM/CD/DVD/HDD/MP3 MyGIG™ Multimedia Entertainment system; Power Entry Group which includes power sliding passenger doors, power liftgate, eight-way power driver seat, manual driver lumbar support, power second-row windows, power third-row quarter vents and power mirrors; Stow 'n Go seating and storage system that includes second- and third-row seats that fold into the floor and Swivel 'n Go seat system which features removable second-row quad seats that swivel 180 degrees to face the third-row, 60/40 split bench seat that folds into the floor and a removable table which stows in the second-row in-floor covered storage bins when not in use.

The Dodge Grand Caravan SXT is powered by a standard 3.8-liter V-6 engine that produces 197 hp (147 kW) and 230 lb.-ft. (312 N•m) of torque and is mated to a new, minivan-first six-speed transaxle. In addition to the standard features on the Dodge Grand Caravan SE, the Dodge Grand Caravan SXT standard features include Stow 'n Go seating and storage system; YES Essentials anti-stain, anti-odor, anti-static cloth seats and floor mats; power adjustable pedals; three-zone manual temperature control; 160 amp alternator; "Dodge Grand Caravan SXT" badging; bright license plate brow; single rear, full-length, overhead console system with storage bins; second- and third-row movable LED lamps; LED halo light ring (replaced by dual mini overhead consoles if available sunroof is ordered) that emits a soft greenish-blue light; body color exterior door handles; deluxe door trim panel includes front-row armrest, two map pockets, chrome interior door handles, bright door insert and first- and second-row bottle holders; power sliding driver-side and passenger-side sliding doors; black grille with bright horizontal bars; HomeLink universal transceiver with programmable, three-function, remote-control garage door opener and interior/exterior home lighting or security devices; whiteface instrument cluster display with tachometer; fog lamps; LED lighting in overhead console that illuminates front-center cup holder and console; foldaway, power, heated, body color exterior mirrors; illuminated vanity mirrors; bodyside body color molding with bright insert; eight-way power driver seat; manual driver lumbar support; leather-wrapped shift knob and steering wheel; steering-wheel-mounted audio controls; six-speaker sound system; speed control with steering-wheel-mounted controls; trip computer with temperature and compass display in instrument cluster and 16-inch aluminum wheels.

Available equipment for the Dodge Grand Caravan SXT includes a new 4.0-liter V-6 engine that produces 251 hp (189 kW) and 259 lb.-ft. (350 N•m) of torque and is mated to a new, minivan-first six-speed transaxle and features a sport suspension; Swivel 'n Go seat system; three-zone automatic temperature control with air filter; engine block heater; ParkSense® rear back-up assist system; ParkView rear back-up camera; heated first- and second-row seats (cloth or leather); automatic headlamps; second- and third-row retractable sunscreen shades; power liftgate; AM/FM/CD/DVD/HDD/MP3 MyGIG Multimedia Infotainment System with or without navigation and includes UConnect Hands-free communication system and SIRIUS Satellite Radio; SIRIUS Backseat TV; rearview auto-

dimming mirror with microphone for UConnect; remote start system; black roof rack; leather-trimmed first- and second-row seats; eight-way power driver and front-passenger seat; integrated child booster seat; security alarm; premium removable, sliding front center floor console with four cup holders, multiple storage bins and 12-volt power outlet; power sunroof and 17-inch aluminum wheels.

Packages available on the 2008 Dodge Grand Caravan SXT include: Entertainment Group #2 which features second- and third-row eight-inch overhead screens, remote CD/DVD player, MyGIG Multimedia Entertainment system, two two-channel wireless headphones, remote control and SIRIUS Satellite Radio; Trailer Tow Group which includes heavy-duty engine cooling, trailer tow wiring, load leveling and height control, engine oil cooler, heavy-duty transmission oil cooler and heavy-duty radiator; Swivel 'n Go seat system which features removable second-row quad seats that swivel 180 degrees to face the third-row 60/40 split bench seat and a removable table which stows in the second-row in-floor covered storage bins when not in use; Family Value Group which includes a premium removable front-center console that slides rearward 21 inches and offers four cup holders, a 12-volt power outlet and multiple storage areas and second- and third-row sunscreen shades; Leather Group which features leather seats, three-zone automatic temperature control, second- and third-row sunscreen shades, and power eight-way front seats; Security Group which includes security alarm, UConnect Hands-free communication system with interior auto-dimming mirror with microphone, automatic headlamps and ParkSense rear back-up assist system; Surround Sound Group which features ten speakers with subwoofer and 506-watt amplifier and SIRIUS Satellite Radio; Premium Interior Group #1 which features leather seats, eight-way power passenger seat and SIRIUS Satellite Radio and Premium Interior Group #2 which features leather seats and an eight-way power passenger seat.

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