

Contact: Jodi Tinson
Tina Sullivan

Chrysler Group LLC Celebrates Start of Production of 2011 Dodge Durango at its Jefferson North Assembly Plant

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UAW Vice President General Holiefield (left) and Dodge Brand CEO Ralph Gilles celebrate the first 2011 Dodge Durango to roll off the line at Chrysler Group LLC's Jefferson North Assembly Plant (JNAP) in Detroit on Dec. 14, 2010.

The all-new Durango, the three-row SUV that will lead the brand's product onslaught in 2011, is the first Dodge ever to be produced at JNAP since the plant began production in 1992 and joins the 2011 Jeep Grand Cherokee on the assembly line.

With its sleek exterior design, modern, spacious interior, world-class suspension dynamics and intelligent and fuel-efficient and powerful powertrain options, the all-new 2011 Dodge Durango delivers driving excitement and refinement combined with the interior flexibility of a three-row SUV. The Durango's new unibody structure is more than 25 percent stiffer than the vehicle it replaces, making it a driver's SUV that delivers impressive on-road handling. The new Durango also delivers best-in-class towing capability of 6,200 lbs. with the V-6 engine and 7,400 lbs. with the V-8 engine.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for the all-new 2011 Dodge Durango, Express model, is \$29,195 for the rear-wheel-drive and \$31,195 for the all-wheel-drive (excluding an \$850 destination charge).

About the Dodge Brand

Dodge is a full line of cars, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who desire cars that leave them wanting more.

The 2011 Dodge product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey and Dodge Nitro. Between the end of 2010 and early 2011, the brand will fill dealer showrooms with a vast array of new and updated products. The all-new Dodge Durango will lead the charge, followed by the all-new Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger.

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