

## **2012 Dodge Journey 'Search Engine for the Real World' Giveaway Concludes with East Winner**

- Melissa Sweeney of Woodbridge, Va., tracks down the third and final Dodge Journey hidden in Maine
- Giveaway concludes with strong consumer enthusiasm and engagement
- Latest campaign information, including video of Sweeney's search, at [www.YouTube.com/Dodge](http://www.YouTube.com/Dodge)
- America's most versatile mid-size crossover Dodge Journey is also the most affordable, starting at just \$18,995 U.S. MSRP

October 6, 2011, Auburn Hills, Mich. - Melissa Sweeney, of Woodbridge, Va., tracked down the third and final 2012 Dodge Journey hidden inside a barn in St. George, Maine, as part of the Dodge brand's "Search Engine for the Real World" campaign and vehicle giveaway. Sweeney found the 2012 Dodge Journey with help from family members contributing to the search efforts from home.

"Taking home a new Dodge Journey was the biggest driver," Sweeney said. "I never thought I'd spend three days traveling more than 900 miles and sleeping in my car. I can't believe I beat out the hundreds of others who participated in the search. It was an incredible experience for me and my family."

The day before the East region search was live, Sweeney drove from her hometown in Virginia to Vermont to be in a good position to begin. For the next two days, she followed a long series of online and real-world clues that took her to New York, Vermont, New Hampshire and, ultimately, Maine. Along the way, Sweeney's task force at home, composed of her husband, sisters, mom and dad, aided in the search efforts, monitoring the online conversation and researching clues.

Sweeney managed to stay ahead of an estimated 200 people on the road participating from various parts of the United States – including Arizona, California, Texas, Nevada, Oklahoma, Illinois, Indiana, New York, Vermont, New Hampshire, Massachusetts, Maine, Pennsylvania, Ohio, Virginia, Florida and Wisconsin. It was a close race, with two runner-up teams arriving shortly after Sweeney.

"The 'Search Engine for the Real World' campaign was an innovative way to showcase America's most versatile and affordable mid-size crossover – the Dodge Journey," said Reid Bigland, President and CEO – Dodge Brand, Chrysler Group LLC. "It also proved extremely engaging, with more than 1 million people watching the Dodge brand's YouTube channel and thousands exploring America in search of a new Journey."

Dodge launched the national television and digital advertising campaign on Friday, Sept. 9, positioning the 2012 Dodge Journey as the "Search Engine for the Real World," the perfect vehicle for people looking for adventure. The campaign encouraged people to get out and explore the real world instead of just reading about it online and, as an added bonus, included a chance to win one of three Dodge Journey vehicles hidden across America. Vehicles were hidden in the West, Midwest and East. The first person to find each Dodge Journey, won it.

There were approximately 300,000 people watching the live camera feed during the campaign for an average of 25 minutes. Ultimately, thousands of people searched the nation for a chance to win a 2012 Dodge Journey.

The first Dodge Journey was found in Gardnerville, Nev., on Sept. 10. The second was located near Strong City, Okla., on Sept. 17.

### **About Dodge Journey**

Completely redesigned in 2011, the Dodge Journey is the only crossover in America to offer the choice of a four-

cylinder or V-6 engine, five- or seven-passenger seating and front- or all-wheel drive. Journey also treats all of its passengers to premium soft-touch materials on the inside and an available 283 horsepower Pentastar V-6 with best-in-class driving range and up to 25 mpg highway. Add in segment-exclusive second-row in-floor storage bins and hidden storage within the front passenger seat and you have a vehicle that can take you anywhere as you explore all that America has to offer.

The Dodge Journey gets a new simplified model lineup for 2012 and adds an American Value Package with a starting U.S. MSRP of \$18,995, which makes it the most affordable mid-size crossover in America. The seven-passenger American Value Package is the most affordable seven-passenger vehicle in America with a starting U.S. MSRP of \$19,990. With more than 40 safety and security features, the Journey has been an Insurance Institute for Highway Safety (IIHS) Top Safety Pick for three consecutive years. Journey also features the latest and greatest in vehicle connectivity and customization with the Uconnect® Touch 8.4 radio, which features an 8.4-inch touchscreen.

### **About Dodge**

Dodge is a full line of cars, crossovers, minivans and SUVs that are sporty, functional and innovative. With nearly 100 years of heritage, the brand has a history of providing its customers excellent quality, innovation and value. Dodge is building on the momentum of introducing six all-new or significantly redesigned products, solidifying its message that Dodge offers an excellent value for American families looking for top performance in all the places that matter – from power off the line and handling in the corners to high-quality, dependable vehicles that deliver unmatched functionality and excellent fuel economy in everyday driving situations. In fact, Dodge now offers six vehicles that deliver 25 mpg on the highway, while retaining that distinctive Dodge innovation and style. With the all-new Dodge Durango and Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger, Dodge also now has one of the youngest dealer showrooms in the country with more new product coming.

### **Giveaway Rules**

The contest was open to legal residents of the 50 United States and the District of Columbia, 18 years and older. No purchase was necessary. For official rules, details, and prize descriptions, visit [www.youtube.com/dodge](http://www.youtube.com/dodge).

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