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Dodge Brand Introduction in China

April 17, 2007, Shanghai - To celebrate the Dodge brand introduction in China, Chrysler Group invited media and VIPs to the Dodge Passion Party hosted at the club Bar Rouge in downtown Shanghai against the dramatic skyline of the Huangpu riverfront.

The Dodge Passion Party included entertainment, fashion shows and brand elements that stressed the bold, powerful, capable and street smart attributes of the brand.

The first Dodge vehicles to be introduced in China will be announced on Friday during the Auto Shanghai 2007 motor show.

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