



DODGE
GRAB LIFE BY THE HORNS



2004 **DAKOTA**

BEST-IN-CLASS. BUT NEVER THE TEACHER'S PET.

Best-in-class available, horsepower, torque, towing and payload.

All that, and it still has a chip on its shoulder.

Check out the bold look and powerful performance of Dodge Dakota.

- Interior and Exterior Features
- Color Options
- Design & Technology
- Model Specifications

For more information, please visit www.dodge.com/dakota

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For important information, go to www.dodge.com/universal/privacy.html

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**Properly secure all cargo*

INTERIOR

There's nothing "compact" about Dakota. Because it not only provides the most interior room in its class for all three cab configurations, it also delivers the most available seating capacity with room for six adults.

Properly secure all cargo.



ENGINES

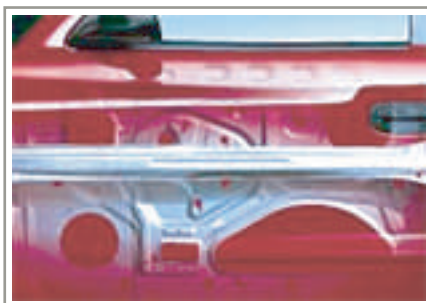
Magnum® Next Generation
4.7-liter V8

- 230 horsepower
- Lightweight composite intake manifold
- High-flow cast aluminum cylinder heads

AIR BAGS AND SEAT BELTS

Dakota doesn't stop with security; its airbags* and seatbelts were built with some of the latest technology. Lower anchors and upper tether anchors for child seats (LATCH), a front-passenger air bag on/off switch (not available on Quad Cab®) and Next-generation driver and front passenger air bags highlight some of that technology.

* Certified to the Federal Regulations that allow less forceful front air bags. Always use seat belts. Children 12 and under should always be in the backseat in Dakota Quad Cab®, or in the front seat with the passenger air bag turned off in Regular Cab and Club Cab® models, while correctly using an infant or child restraint system, or a seat belt positioned correctly for the child's age and size.



7-year or 70,000-mile limited warranty* on the powertrain, the hardest working parts of our vehicles. And that's in addition to our 3-year or 36,000-mile basic limited warranty.

It even includes towing assistance† for the full 7/70. Another nice thing: since it's transferable, it can add extra value at trade-in time. A deductible applies to the 7-year or 70,000-mile powertrain limited warranty.

* See dealer for a copy of this limited warranty. Transferable to second owner with fee. A deductible applies.

† Administered by Cross Country Motor Club, Inc., Boston, MA 02155.

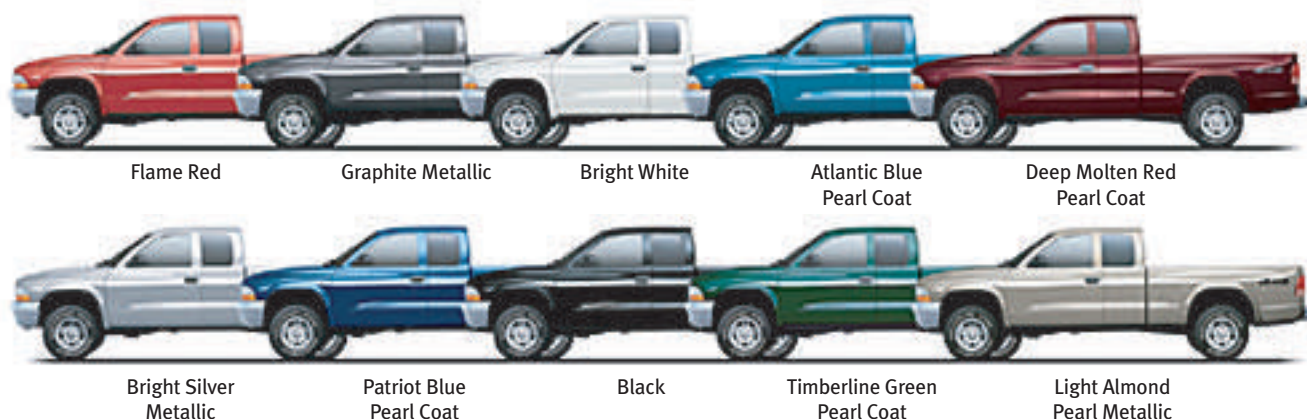
TOWING AND HAULING

Don't mess with Dodge Dakota. It has a chip on its shoulder from having all that Ram DNA. But Dakota can hold its own since it has won the Strategic Vision Total Quality Award™ for Best Compact Pickup Ownership Experience four years in a row. That, and it can tow a best-in-class 1,700 lbs. It features:

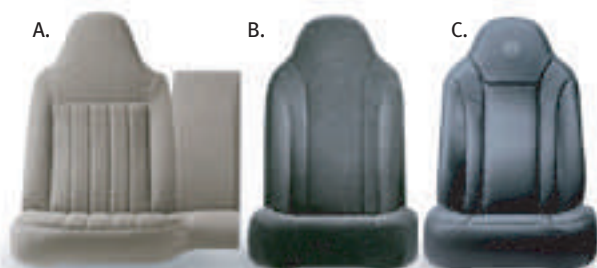
- Best-in-class* available horsepower, torque and towing
- Two available transfer cases (full-time or part-time) on 4x4 models
- Quad Cab 4x4 can handle a payload of 1,550 lbs
- New available 3.7-liter Magnum V6 with 210 hp and 235 lb.-ft. of torque

* When properly equipped. Based on 2002 model year information.

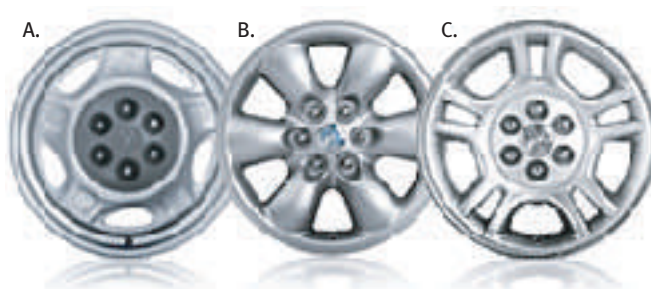
For more information, please visit www.dodge.com/dakota

AVAILABLE EXTERIOR COLORS


Not all colors available on all models.


AVAILABLE SEAT COLORS

- A. Yosemite Cloth 40/20/40 split-bench seat shown in Taupe (Standard on Base, Sport, Sport Plus, SLT and SLT Plus models)
- B. Yosemite Cloth shown in Dark Slate Gray; available in Taupe, except SXT (Standard bucket seat on SXT, available on Sport, R/T, Sport Plus, SLT, and SLT Plus models)
- C. Leather-trimmed high-back bucket seat shown in Dark Slate Gray; available in Taupe. (Optional on Quad Cab® models only) Anniversary Edition in Medium Slate/Pastel Slate Gray.


WHEEL OPTIONS

- A. 16x7" painted styled steel wheel (Standard on Base models)
- B. 16x7" cast aluminum wheel (Standard on Sport and SLT models)
- C. 16x8" cast aluminum wheel (Standard on SXT, Stampede Sport Plus and SLT Plus models and included with Tire and Handling Group)

For more information, please visit www.dodge.com/dakota



SEATING

Available seating for six inside the 2004 Dodge Dakota allows you to haul your crew to different job sites or have plenty of extra room for storage and supplies when taking the family road trip.

- Best-in-class seating for six with the available 40/20/40 split-bench front seat on Quad Cab® and Club Cab®
- Cloth seating surfaces or leather-trimmed seats on Quad Cab are available
- Stow-and-Go™ rear split-bench folding seats on Quad Cab



AUDIO

Available steering wheel mounted audio controls allow you to easily control the optional six-disc in-dash CD AM/FM radio. That music blares out through Dakota's available eight Infinity® speakers.

VR INTERIOR DESIGN

Before they even think about building a mock-up, our engineers put on the virtual reality headgear, climb in to a virtual vehicle and try it out. Then they ask a lot of questions. Is the steering wheel in a comfortable position? Are the radio controls within easy reach? If not, adjustments are made early in the development process.



ADVANTAGES

Dakota's advantages over the competition are too many to list here. The tip of the iceberg includes an overhead console with HomeLink® Universal Transceiver, power locks, mirrors and windows and an extremely versatile center floor console.

For more information, please visit www.dodge.com/dakota



DAKOTA MODELS

BASE

ALL DAKOTA MODELS INCLUDE THESE FEATURES:

- New 3.7L Magnum® V6 engine w/5-speed manual or 4-speed automatic transmission
- Deep Gray upper and lower front fascia
- Black upper and Deep Gray lower rear bumper
- Deep Gray grille
- Cloth seating surfaces
- Next Generation driver and front-passenger air bags*
- Air conditioning
- 4-wheel disc brakes w/rear-wheel ABS†
- Child Seat Anchor System (LATCH)
- 12-volt power outlet

- AM/FM stereo radio w/cassette player and CD changer controls
- 3-point lap/shoulder seat belts for all outboard passengers
- Independent front suspension w/front stabilizer bar and rear live axle
- 40/20/40 split-bench front seat w/center folding armrest
- 16"x7" painted styled steel wheels
- Mini floor console
- Rear 60/40 split-bench seat with underseat storage and two cup holders (Club Cab®)
- Available in Regular Cab and Club Cab

DAKOTA SXT

INCLUDES THE STANDARD EQUIPMENT OF THE PREVIOUS TRIM LEVEL EXCEPT WHERE ADDITIONS ARE NOTED:

- New 3.7L Magnum® V6 engine w/5-speed manual or 4-speed automatic transmission
- Body-color wheel flares
- Chrome grille
- Front high-back bucket seats with armrest
- Rear Stow-and-Go™ 60/40 split-bench with two integrated cup holders and underseat storage (Quad Cab®)

- AM/FM stereo radio w/single-disc CD player and CD changer controls
- Electronic speed control (Quad Cab)
- Tilt steering column (Quad Cab)
- Rear stabilizer bar
- 16"x8" cast aluminum wheels
- 16" outline white letter all-season tires
- Available in Regular Cab, Club Cab, and Quad Cab

DAKOTA SPORT

INCLUDES THE STANDARD EQUIPMENT OF THE PREVIOUS TRIM LEVEL EXCEPT WHERE ADDITIONS ARE NOTED:

- New 3.7L Magnum® V6 or 4.7L Magnum V8 engine w/5-speed manual, 4-speed automatic or 5-speed automatic transmission (depending on model and engine)
- Black upper and body-color lower front fascia and rear bumper
- AM/FM stereo radio w/cassette player and CD changer controls
- Light Group
- 40/20/40 split-bench front seat w/center folding armrest (Bucket seats standard on Quad Cab models)
- 16"x7" cast aluminum wheels
- 16" on-/off-road tires

- Available in Regular Cab, Club Cab, and Quad Cab

SPORT PLUS ALSO INCLUDES:

- Deluxe Convenience Group
- Power Convenience Group
- Fog lamps
- Body-color wheel flares
- Front floor mats
- AM/FM stereo radio w/single-disc CD player and CD changer controls
- Rear stabilizer bar
- 16"x8" cast aluminum wheels

DAKOTA SLT

INCLUDES THE STANDARD EQUIPMENT OF THE PREVIOUS TRIM LEVEL EXCEPT WHERE ADDITIONS ARE NOTED:

- New 3.7L Magnum® V6 or 4.7L Magnum V8 engine w/5-speed manual, 4-speed automatic or 5-speed automatic transmission (depending on model and engine)
- Chrome upper and gray lower front fascia and rear bumper
- AM/FM stereo radio w/cassette player and CD changer controls
- Light Group
- 40/20/40 split-bench front seat w/center folding armrest (Bucket seats standard on Quad Cab models)
- 16"x7" cast aluminum wheels
- 16" on-/off-road tires
- Available in Regular Cab, Club Cab, and Quad Cab

SLT PLUS ALSO INCLUDES:

- Deluxe Convenience Group
- Power Convenience Group
- Fog lamps
- Body-color wheel flares
- Front floor mats
- AM/FM stereo radio w/single-disc CD player and CD changer controls
- Rear stabilizer bar
- 16"x8" cast aluminum wheels

OPTION GROUPS

APPLIES TO ALL TRIM LEVELS UNLESS OTHERWISE NOTED:

- Tire and Handling Group (Sport and SLT)
- Deluxe Convenience Group (Sport and SLT)
 - Electronic speed control and tilt steering column
- Power Convenience Group (Sport and SLT) — Power windows, locks, mirrors, remote keyless entry and power 5"x7" mirrors
- New Stampede Appearance Group (4X2 Regular Cab and Club Cab, Sport and Sport Plus models)
- Leather Interior Group (Quad Cab Sport Plus and SLT Plus models)
- Trailer Tow Group
- Heavy-Duty Service Group
 - 750 amp battery and increased engine cooling

For a detailed list of option group inventory, go to dodge.com or your friendly Dodge dealer.

AVAILABLE options:

- Tinted rear sliding glass
- Bedliner
- Soft snapless tonneau cover
- AM/FM in-dash 6-disc CD changer (Sport, Sport Plus, SLT, SLT Plus, and SXT)
- Power heated foldaway mirrors (select SLT, Sport and Plus models)
- Limited-slip rear differential
- Engine block heater

* Certified to the Federal Regulations that allow less forceful front air bags.

Always use seat belts. Children 12 and under should always be in the backseat in Dakota Quad Cab, or in the front seat with the passenger air bag turned off in Regular Cab and Club Cab models, while correctly using an infant or child restraint system, or a seat belt positioned correctly for the child's age and size.

†On models over 5,400-lb GVWR and all Quad Cab and 4x4 models.

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