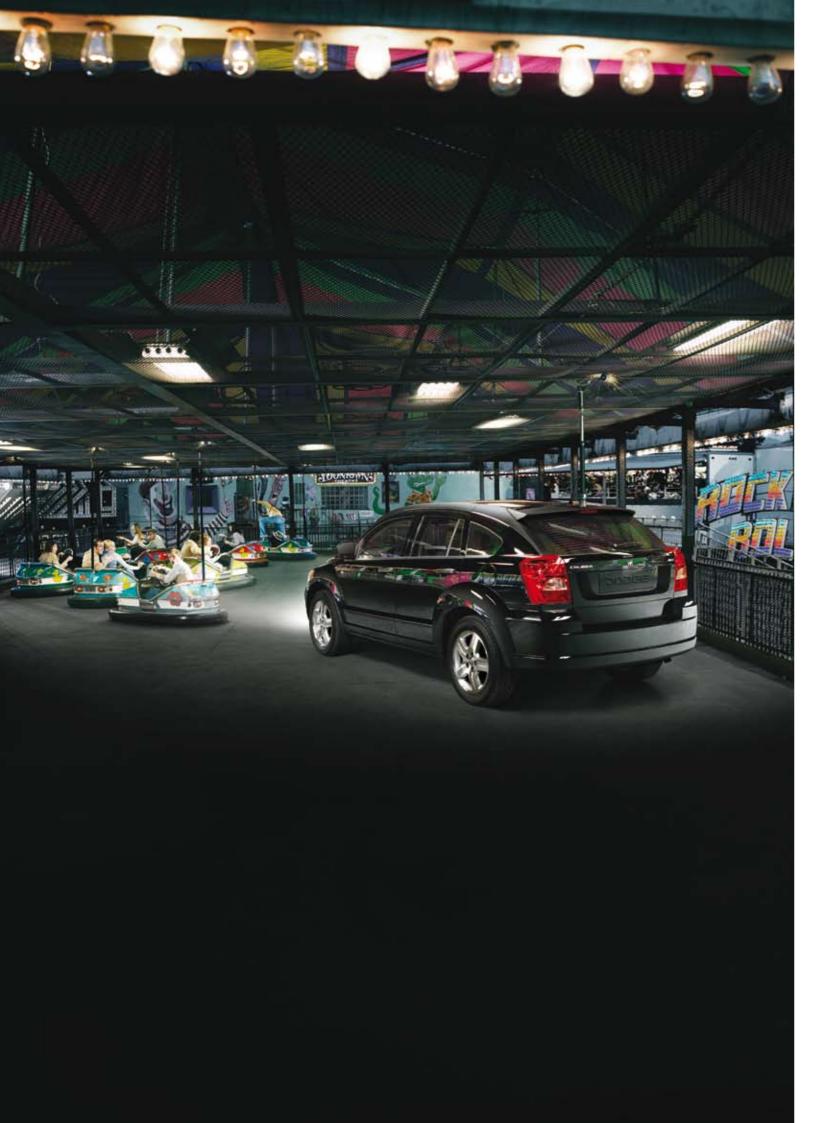


MEET THE NEW FACE OF DODGE IN AUSTRALIA

Some EDIFICIAL DODGE





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WELCOME

A new season, a new brand, which equals to exciting times for the Chrysler Group here in Australia.

5 THE DODGE LEGACY

Find out more about one of the oldest automotive brands in the world with over 90 years of history behind it.

DODGE IN AUSTRALIA

Believe it or not but Dodge has had a presence in the Australian automotive scene since 1915. Find out more about its local history.

DODGE HAS ARRIVED

It's taken almost 30 years for the iconic brand to return to our shores but the wait is now over with the arrival of the all-new Dodge Caliber.

PURE DODGE DESIGN

Bold, powerful styling, capable and street smart. The Caliber is unmistakably Dodge.

COME OUT AND PLAY

The all-new Dodge Caliber is just as bold on the inside as it is on the outside with enough innovative features to make a utility knife jealous.

DODGE PRODUCT OFFENSIVE IN AUSTRALIA

2007 sets to be an exciting year for Dodge in Australia with a launch set to make an explosive impact.

MAKE A STATEMENT

Looking to break new ground is the all-new Dodge Avenger concept recently revealed at the Paris Motor Show.

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WHAT IS DODGE?

Dodge has finally arrived Australia. The Dodge brand is built on a rich heritage spanning over 90 years, making it the second oldest brand in the DaimlerChrysler stable. Throughout its history all Dodge products have been built using the same DNA – the new products are no different.

Dodge sold more than 1.4 million vehicles worldwide in 2005. With a U.S. market share of seven per cent, Dodge is the fifth-largest nameplate in the United States, the eighth-largest nameplate in the automotive industry worldwide and is expanding to volume markets outside of North America with the international launch of the Dodge Caliber.

Designed specifically for the for the world market, the all-new Dodge Caliber is all about – bold styling, powerful handling and street-smart capability. And remember, this is just the start. Visit our website at **www.** dodge.com.au to keep in touch with what happens next...

Gerry Jenkins

Managing Director of Chrysler Group Australia/Pacific

THE DODGE LEGACY



In 1900, two mechanically minded brothers, John and Horace Dodge, sold their bicycle-building business and moved into making car parts. By 1914 their first car, the Dodge Brothers Touring Car, or 'Old Betsy', rolled off their production line.



By 1916 Dodge was the fourth bestselling brand in the US, however, in 1920, both brothers died from a flu that they caught at a motor show. Walter P. Chrysler bought the company in 1928. And Dodge has continued its production of groundbreaking automobiles - such as the Viper SRT10, and pioneering concepts, such as the awesome Tomahawk bike, ever since.



1915

The first official imports of Dodge to Australia began in Adelaide. They were brought in by Cheney Motor Car Company limited and sold from a showroom in King William Street.

Soon thereafter local assembly began by principal builder of Chrysler and Dodge vehicles in Australia, TJ Richards and Sons. Some bodies were imported as components to Australia, others were made here.

1937

The various independent Australian distributors of Dodge and Chrysler vehicles got together and bought a controlling interest in TJ Richards. The company was as a result renamed **Richards Industries.**

1941

During World War 2, the Dodge/Chrysler assembly lines were used to build parts for the Australian war effort.

1947

The Company's name was changed to Chrysler Dodge DeSoto Distributors Ltd.

DODGE HISTORY IN AUSTRALIA

1951

Chrysler Dodge De Soto Distributors made an agreement with the Chrysler Corporation of Detroit to develop a major programme to manufacture complete motor vehicles in Australia. Chrysler Australia Limited was formed as a result.



The Dodge Phoenix was assembled by Chrysler Australia.

1976

The last Dodge Ute was assembled by Chrysler Australia.

2006

The Dodge Caliber leads the return of the brand to Australia.

Caliber.

DODGE HAS ARRIVED

It's taken almost 30 years for the iconic brand to return to our shores but the wait is now over with the arrival of the all-new Dodge

Photos by Peter Watkins

INSPIRATION 7



odge has shaken up the automotive industry releasing the segment busting Dodge Caliber from \$23,990, a crossover hatch delivering a new slant in the booming small to mid-sized car market.

Dodge, the world's eighth largest brand in the automotive industry, is the Chrysler Group's best selling global brand and will be sold alongside Jeep® and Chrysler in Australia.

With the Dodge Caliber the Group hopes to emulate the success it has enjoyed with the Chrysler 300C, capitalising on the publics appetite for bold, American designed vehicles that stand out from the crowd.

"We are very excited to unleash the first Dodge into the marketplace," said Gerry Jenkins, managing director, Chrysler Group Australia.

"Dodge is very unique – it is bold and in your face, edgy, unapologetically American and street smart – it is for those with a real zest for life."

"Sporting these characteristics the Dodge Caliber is far from your typical car – powerful styling, high value and utility, this crossover is pure Dodge! "Caliber brings emotion to this segment. And with fuel efficient cars booming in Australia, Dodge Caliber is hitting the streets at the perfect time," said Jenkins.

Available with a range of fuel efficient four cylinder engines, Caliber's sheer surface treatment commands attention and sports the face of Dodge, a distinctive crosshair grille front end.

Offered in four models - ST, SX, SXT and R/T - Caliber boasts a comprehensive list of standard features including: dual front and side-curtain air bags, four-wheel disc brakes with ABS, keyless entry with Sentry Key® engine immobilizer, security alarm, central locking, air-conditioning, CD stereo, tilt steering wheel, driver one-touch power windows, power folding heated exterior mirrors and 60/40 split rear seats that fold flat.

Testifying to the Caliber's clever design, the allnew vehicle has also received the US government's highest rating for side and frontal-impact crash protection with a five-star rating from the National Highway Traffic Safety Administration (NHTSA). Unique features available on the Caliber further differentiate the product from the 'vanilla' offerings currently in the market place. These fun features include MusicGate Power®, a 458 watt ninespeaker Boston Acoustics premium sound system with subwoofer that includes two articulating speakers packaged in the liftgate, Chill Zone® (standard) - a cooled beverage storage bin that can hold up to four standard bottles or cans and a dual-purpose self-recharging removable flashlight, mounted in the headliner of the vehicle.

"Our research tells us that customers are tired of the bland offerings," said Jenkins. "The Caliber will appeal to owners looking for a car that stands out from the crowd, a car with attitude that gives them the flexibility to do more in terms of seating friends and storing gear".

Two petrol engines are available from launch, a 1.8-litre (110 kW) and a 2.0-litre (115 kW) four cylinder engine. A more powerful 2.4-litre petrol engine (127 kW) and a state-of-the-art 2.0-litre turbo-diesel engine (103 kW) will be available late in the year.

The entry Caliber ST model is offered with the 1.8-litre petrol or 2.0-litre turbo diesel engine and comes standard with 17-inch steel wheels along with the comprehensive list of standard features.

The Caliber SX, available with the 1.8-litre or 2.0litre petrol engines or the 2.0-litre turbo diesel, builds upon the ST model adding more standard equipment including: 60/40 split rear seats that both fold flat and recline (up to 12 degrees), a fold-flat front passenger seat, 17-inch alloy wheels, manual driver's seat height adjuster, cargo cover and six disc CD changer.

Moving up to the Dodge Caliber SXT, also available with the 1.8-litre or 2.0-litre petrol engines or Dodge Caliber comes in a range of colors; Inferno the 2.0-litre turbo diesel, the model comprises Red, Sunburst Orange, Marine Blue, Steel Blue additional standard features over the SX including Metallic, Bright Silver Metallic, Black, Stone White, leather seats, heated front seats, leather wrapped Light Khaki (late availability) and Solar Yellow steering wheel with audio controls, cruise control, (limited availability). bright silver instrument bezels and switches, body-colour body side mouldings, chrome grille Customers can take delivery of the Dodge Caliber crosshairs, front fog lamps and 17-inch alloy through an extensive network of Chrysler Group wheels with five-spoke design. dealerships around the country.



"Dodge is very unique – it is bold and in your face, edgy, unapologetically American and street smart – it is for those with a real zest for life."

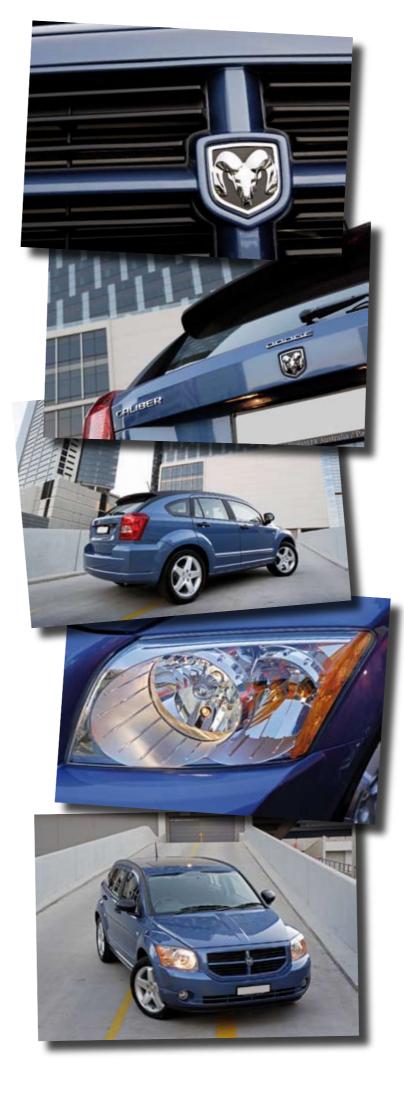


The Caliber R/T model will arrive later in 2006 with the higher-powered, normally aspirated 2.4-litre petrol engine.

PURE DODGE DESIGN

Photos by Peter Watkin

Bold, powerful styling, capable and street smart. The Caliber is unmistakably Dodge.



he Dodge Caliber is a five-door crossover hatch that combines a sporty coupe-like profile with the strength, stance and functionality of an SUV.

Caliber's sheer surface treatment commands attention and evokes attributes that define the Dodge brand: bold, powerful styling, capable and street smart.

"With its bold styling and clever packaging, Caliber is pure Dodge," said Trevor Creed, Senior Vice President – Design.

There is no mistaking Dodge Caliber. The allnew car has Dodge's imprint stamped into its DNA from the grille to the tailpipe. The signature crosshair grille gives Caliber the distinct face of Dodge and defines its strong, muscular front view.

Strong, sculpted fender forms, broad shoulders and a distinctive bonnet give the Dodge Caliber its proud, powerful stance. Large, precisely styled headlamps and available fog lamps complement the Dodge grille and create an integrated look that completes Caliber's sporty appearance.

A black graphic design accent, which runs the length of the roof, melds into an integrated rear roof spoiler, creating a coupe-like visual quality from the side view. Unique glass-tobody proportions give the Dodge Caliber a tough, protective presence, and the forward sweep of the tailgate further emphasizes Caliber's sporty profile.

The rear view of the Dodge Caliber is as distinctive and powerful as the front. The black roof spoiler with integrated centre high-mounted stop lamp (CHMSL), and large modular, crystal-like tail lamps that fill Caliber's rear corners, provide distinct focal points of the car's rear view design. Dodge's Caliber's rear liftgate provides easy access to the vehicle's spacious interior.

COME ADD

The all-new Dodge Caliber is just as bold on the inside as it is on the outside with enough innovative features to make a utility knife jealous.

Photos by Peter Watkins













ustomer demand for a vehicle with a lot of interior flexibility and utility had a big influence on Dodge Caliber's interior, which provides comfortable seating for the driver and up to four passengers, plus room for gear.

"Dodge Caliber's spacious interior is also very versatile," said Matt Liddane, Chief Engineer -Dodge Caliber. "We combined style and comfort with innovative features and clever packaging to create a vehicle that gives new meaning to functionality in this segment of the market."

- MusicGate Power[™]. An optional 458-watt nine-speaker Boston Acoustics premium sound system with subwoofer and two articulating speakers packaged in the liftgate. When the liftgate is open, the speakers can swing down to face rearward and play music to augment outdoor activities
- A dual-purpose self-recharging removable flashlight is mounted in the headliner above the cargo area and can snap out of the bezel to serve as a flashlight
- Chill Zone[™]: A cooled beverage storage bin can hold up to four standard bottles or cans
- A floor console sliding armrest moves forward 76 mm to accommodate shorter drivers. The armrest lid includes a unique flip pocket for storing a mobile phone or an MP₃ player
- Illuminated front cup holder rings glow bluegreen to match other centre stack lighting
- Front passenger seat folds forward to create a table-like surface for versatility (SX, SXT and R/T models)
- 60/40 split rear seats both fold flat (ST) and recline (SX, SXT and R/T models)
- A vinyl load floor in the rear cargo area is both washable and removable

DODGE... by the numbers

170,000,000 dollars is how much Walter P. Chrysler paid to acquire Dodge in 1928 - \$1.8 billion in today's money.

20,000 dealers registered to sell Dodge cars in 1914 - before the first vehicle had even come off the production line.

255 miles per hour is how fast you can go in a Dodge Viper Hennessey Venom 1000.

179 NASCAR cup races have been won by drivers in Dodge vehicles.

36 months is how long the Dodge Viper took to go from concept to production.

13 years is how long the Dodge Charger remained in production frrom its debut in 1968. In that time over 710,000 Chargers were sold.

3 is the number of Dodge vehicles that have won the Daytona 500 and their respective class in the Le Mans 24 Hours race.

1 word - "dependability" - was introducted into the dictionary due to Dodge's advertising.



Getting into the driver's seat of your new Dodge Caliber is even easier with **EASYSTART** finance from DaimlerChrysler Financial Services. Starting from \$79^{*} per week, the new Dodge Caliber is now within reach.

For more details on financing and insuring your Dodge, contact your nearest authorised dealer or call DaimlerChrysler Financial Services on 1300 730 200.

'Based on new Dodge Caliber ST manual RRP \$23,990 inclusive of GST. Offer is based on a 48 month commercial hire contract, zero deposit, weekly payments of \$79 for the 1st year, \$96 per week for the 2nd year, \$112 per week for the 3rd year, \$130 per week for the final year, all payable monthly and a final balloon payment of 40% of the RRP. Offer excludes dealer delivery and statutory charges. Finance available to approved business customes of DaimlerChrysler Financial Services Australia Pty Ltd ACN 074 134 517. Conditions apply.

GRAB A DODGE CALIBER per week



ATTITUDE THAT'S YOURS.

TAKE NO PRISONERS WITH THE ATTITUDE PACKAGE. Crank up the Caliber's already impressive street presence with the **Attitude Package***. With options such as a rear spoiler, 17x6.5-inch chrome finished wheels, chrome fuel filler door, chrome bodyside mouldings and stainless steel door entry guards this package has bling to blind.



These wheels have been stringently tested for fit, performance and reliability with the corrosion resistant chrome finish helping to ensure long-lasting good looks.



Designed to literally pack a punch. Make your doors gleam while emphasising your Caliber's magnificently complement to your Caliber's styling. sculptured bodylines.



Replaces the existing fuel filler door and provides a bright, quick access

DESIGNED FOR YOUR DODGE. PERIOD. A passion for uncompromising performance and quality is the essence of the genuine difference. Every Genuine Dodge Accessory is original equipment which means that Dodge Accessories are designed by Dodge engineers - the people who know your Caliber better than anyone else.



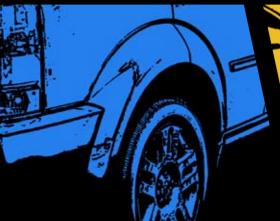
Add a touch of stainless steel style to your Caliber while helping to protect its interior door sills from scratches. Front guards feature the caliber logo. Set of 4.

Not only does it provide a little aerodynamic incentive, it also attracts approving looks with its uncompromising presence. Comes primed and ready to paint.

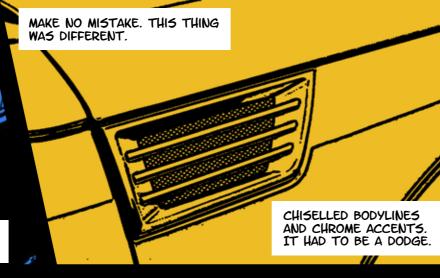
*Available at extra cost



HAD ME DIRECTLY IN ITS SIGHTS ...



BOLD AND ASSERTIVE WHEEL FLARES TOLD ME THIS THING MEANT BUSINESS ..







The launch that is bound to make an explosive impact



he Dodge Nitro mid-sized SUV will be the second Dodge to arrive in Australia in mid 2007, spicing up the mid-sized SUV market.

"With aggressive styling and available features like 20-inch alloys and performance suspension, the With the arrival of Dodge in 2006 the Chrysler Group expects total sales for its three brands to Dodge Nitro delivers that little something midsize four-wheel drive buyers are still searching for increase by 20 per cent. - attitude," said Jenkins.

"But Dodge isn't just about Caliber and Nitro, it's much more than that. We have an aggressive product plan over the next few years and the brand will continue to grow.

"While we can't confirm any other products at this stage, we can tell you that a new vehicle

will arrive approximately every six months for the next two years – all with the same bold, powerful styling and all built for customers who want to express themselves differently," said Jenkins.

This is a significant increase considering the company already lifted sales by 13 per cent in 2005.

In 2007, with better availability of Dodge products, the company plans to further increase sales.

MAKEA STATE ALLOW TO BE AVENUE OF THE ALLOW TO BE AVENUE TO BE AVENU

Looking to break new ground is the all-new Dodge Avenger concept – a bold styling statement that does away with the idea that a functional family car is automatically boring. evealed at the Paris Motor Show last week, the Avenger concept hints at the nextgeneration global mid-sized vehicle from Dodge that could come to Australia next year.

The Avenger concept will appeal to car buyers around the world who need the practicality, functionality and fuel efficiency of a mid-size saloon, but want more, including a vehicle that stands out and makes a statement. Avenger's bold muscle car styling, innovative features and solid performance will allow them to do just that.

"While the Avenger concept only hints at the next vehicle from Dodge, it will do what Caliber has done as a crossover hatch and what Nitro promises to do in the mid-sized 4x4 segment – it offers a unique, stand-out alternative to the competition," said Gerry Jenkins, managing director, Chrysler Group Australia.

"The car-buying public have switched on to the Dodge Caliber since it arrived for sale so we are expecting great things from our two new Dodge vehicles next year," said Jenkins.

From the front, there's no mistaking the bold presence of Dodge's heritage cues in Avenger's crisp and edgy exterior design. Large, modern quad headlamps surrounded by black housings create the distinctive glare that forms Avenger's face and surround the signature Dodge crosshair grille, which features body-colour accents. Fog lamps are positioned in the outer corners of the front fascia and surround a diamond mesh texture that runs the length of the fascia. The lower fascia splitter is punctuated by two fairings. A stamped formation in the centre of the bonnet carries the vertical lines of the crosshair grille.

Avenger's side profile is distinguished by a long bonnet, short boot lid proportions with muscular rear shoulders and sleek rear spoiler. This concept's long greenhouse is created by the use of a high-gloss black B-pillar and aerodynamic inspired rear door appliqués, which make this midsize sedan look like it's pouncing forward, even when it's at a standstill. A strong character line stamped in the sheet metal accentuates Avenger's chiselled profile.



Avenger's side profile is distinguished by a long bonnet, short boot lid proportions with muscular rear shoulders and sleek rear spoiler



From the front or back, there's no mistaking the Avenger for anything but a Dodge



With its wide stance, lowered ride height and deep side sills, the Avenger concept is firmly planted on the road. Nineteen-inch five-spoke painted Satin Silver wheels and all-season performance tyres add to the Avenger concept's sporty look. Deep red brake calipers gleam from the wheels. Bodycolour door handles and fold-away mirrors add to Avenger's sport appearance, keeping the side profile clean and sharp.

"A unique, stand-out alternative to the competition,"

From the rear, the large, expressive taillamps placed at the corners frame the boot lid. A finely-tuned body-colour spoiler is sleekly integrated in the boot lid. An integrated lower rear diffuser reduces drag and improves fuel efficiency. Chrometipped dual exhaust outlets communicate the performance capability of the Avenger concept's 2.0-litre turbo diesel engine.

You'd better get used to the looks you'll get when you're driving your Dodge. if you want the looks to continue when you're nowhere near your set of wheels, we've got the thing just for you.

It's a whole range full of great looking Dodge merchandise, including shirts, caps and jackets. You'll even find stubby holders, coffee mugs, umbrellas and coasters are part of the range too. Just stop by your nearest authorised Dodge dealer today to see the complete range.





Dodge Ladies T-shirt Fitted white cotton t-shirt with red collar and cuffs featuring a one colour print (red) of the Dodge logo. Sizes S/M/L.

Dodge Mens T-shirt Black ultra cotton heavyweight t-shirt featuring a distressed print (white) of the Dodge logo. Sizes M/L/XL/XXL.





Stubby Holder Dodge red neoprene stubby holder featuring the Dodge logo and tag line in a one position plastisol transfer (white).

Coffee Mug Dodge black and white twotone coffee mug featuring the Dodge logo on the front of the mug with the tag line printed on the inside lip. Individually boxed.

DODGE MERCHANDISE

Products contained in this brochure are available through your authorised Dodge dealer All illustrations and specifications contained in this brochure are based on the latest product information at the time of publication. Dodge reserves the right to make any changes at any time, without notice, in colours, materials, equipment, specifications and pricing. Any variations in colours shown are due to reproduction variations in the printing process. Contact your authorised Dodge dealer for the most current information. For more information please call 1300 005 337.





Dodge Classic Polo Shirt 100% cotton polo shirt with side splits, matching buttons and Dodge embroidery on chest and sleeve. Sizes M/L/XL/XXL



GRAB LIFE

Dodge Lightweight Jacket Lined jacket with a fold away hood. Features customised zipper pulls and Dodge embroidery. Sizes M/L/XL/XXL.



Golf Umbrella

Dodge black six pane golf umbrella with a red print of the Dodge logo on two opposite panels.



Coaster Set

Set of four frosted glass coasters, each featuring a one position print (white) of the Dodge logo. Presented in a two piece black box with the Dodge logo printed on the lid.



GRABLIFE GRABWAY

To celebrate the return of Dodge to Australia we're giving one lucky reader the chance to win a Dodge merchandise prize-pack valued at \$200.00. Simply tell us in 25 words or less how you 'Grab Life' to be in the running to win this fantastic prize-pack comprising of:







1x Dodge

Lanvard

1x Dodge



Coaster Set

1x Dodge Sports 1x Dodge Metal Keyring Bag

1x Dodge Black Stubby Holder



1x Dodge Golf



Umbrella

So how do you "GRAB LIFE"?



1x Dodge Yo-Yo

Mail back this page with your entry to:

Chrysler Group Australia Grab Life Competition PO Box 4214 Mulgrave VICTORIA 3170

HOW TO ENTER:

1. To enter the competition all entrants must register their full details on the entry form, write their answer to the Competition Question and mail back this page back during the Competition Period. No stamp is required. 2. Information on how to enter this competition and the prizes form part of these Conditions of Entry. 3. Entry is only open to Australian residents over the age of 18. 4. There is a limit of one entry per person permitted. If the entire entry form is not completed in full the Promoter reserves the right not to enter you into the draw. No responsibility is taken for late, lost or misdirected entries. 5. The competition commences 6th October 2006 and ends close of business 30th November 2006. All competition answers will be read and judged by the Chrysler Group Marketing team at 44 Lexia Place, Mulgrave, VIC 3170. The prize winner will be notified by mail; details could be published on the www.dodge.com.au website immediately following the judge's decision on 30th November 2006, and in the next edition of Inspiration e-magazine, published in December. Judge's decision is final and no correspondence will be entered into. 6. There will be only one winner. The entry with full details and the best answer to the Competition Question will win a merchandise prize-pack each containing one Dodge sports bag, one Dodge metal key ring, one Dodge black cap, one Dodge stubby holder, one set of Dodge drink coasters, one Dodge CD wallet, one Dodge golf umbrella, one Dodge lanyard and one Dodge yo-yo. The merchandise prize-pack is valued at \$200.00. Prize is not transferable or exchangeable and cannot be taken as cash. The prize winner will be sent their merchandise prize-pack following the judge's decision on 30th November 2006. The promoter reserves the right to substitute a prize of equivalent value as its discretion in the event of any occurrence beyond its control. 7. Prize value is the recom value as provided by the supplier and is correct at the time of printing. The prize value is in Australian dollars. The Promoter takes no responsibility for variation in the prize value. 8. In the event that the prize is not available, the Promoter reserves the right to substitute prize(s) in its absolute and unfettered discretion to the same and equal recommended retail value and/or specification. 9. The Promoter shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for personal injury which is suffered or sustained, as a result of participating in this promotion, or accepting any prize, except for any liability which cannot be excluded by law. 10. The Promoter reserves the right to request the winner to provide proof of identification and proof of residency at the nominated prize delivery address. Identification considered suitable for verification is at the absolute and unfettered discretion of the Promoter. The Promoter may at its discretion also require the winner to sign documentation (in the unaltered format as provided by the Promoter) evidencing collection of the prize. **11.** All entries become the property of the Promoter. By entering the promotion, unless otherwise advised by the entrant, each entrant consents to the information they submit with their entry being entered into a database and the Promoter may use this information in any media for future promotional, marketing and publicity purposes without any further reference or payment or other compensation whatsoever to the entrant, including sending the entrant electronic messages. All personal details of the entrants will be stored at the office of the Promoter. A request to access, update or correct any information should be directed to the Promoter's office in writing. 12. Entrants consent to the Promoter using the entrant's name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period of time without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter. 13. The Promoter accepts no responsibility whatsoever and is not responsible for any tax or tax implications that may arise from the prize winnings. Independent financial advice should be sought. 14. Employees and families of DaimlerChrysler Australia/Pacific Pty. Ltd. Are not permitted to enter the competition. 15. The Promoter is DaimlerChrysler Australia/Pacific Pty Ltd (ABN. 23 004 411 410) of 44 Lexia Place, Mulgrave VIC 3170 (03) 9566 6266.



DODGE



STAY UP TO DATE

Please tick a box where applicable to you and mail this page back to:

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Accessory Brochure Test Drive

YOUR PRIVACY

At DaimlerChrysler we share your concern over privacy. Your personal details will not be disclosed to other parties outside of DaimlerChrysler, the authorised dealer network or service providers acting on our behalf. To obtain a copy of our full Privacy policy, please visit our website at www.dodge.com.au and click on the "Privacy Statement" link.



Please do not add my details to your records for future mailings on special offers, promotions or product releases.



www.dodge.com.au 1300 005 337

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