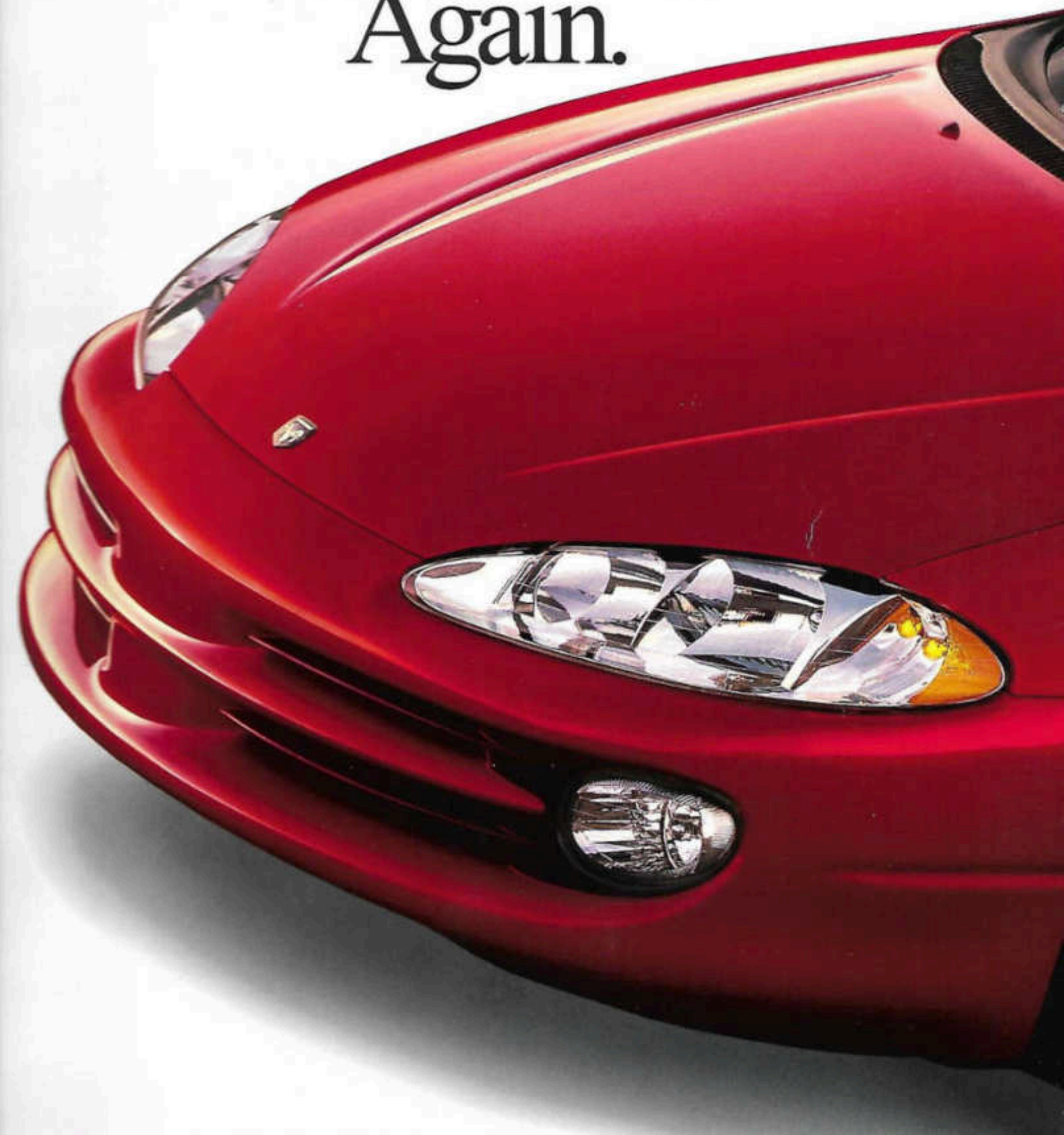
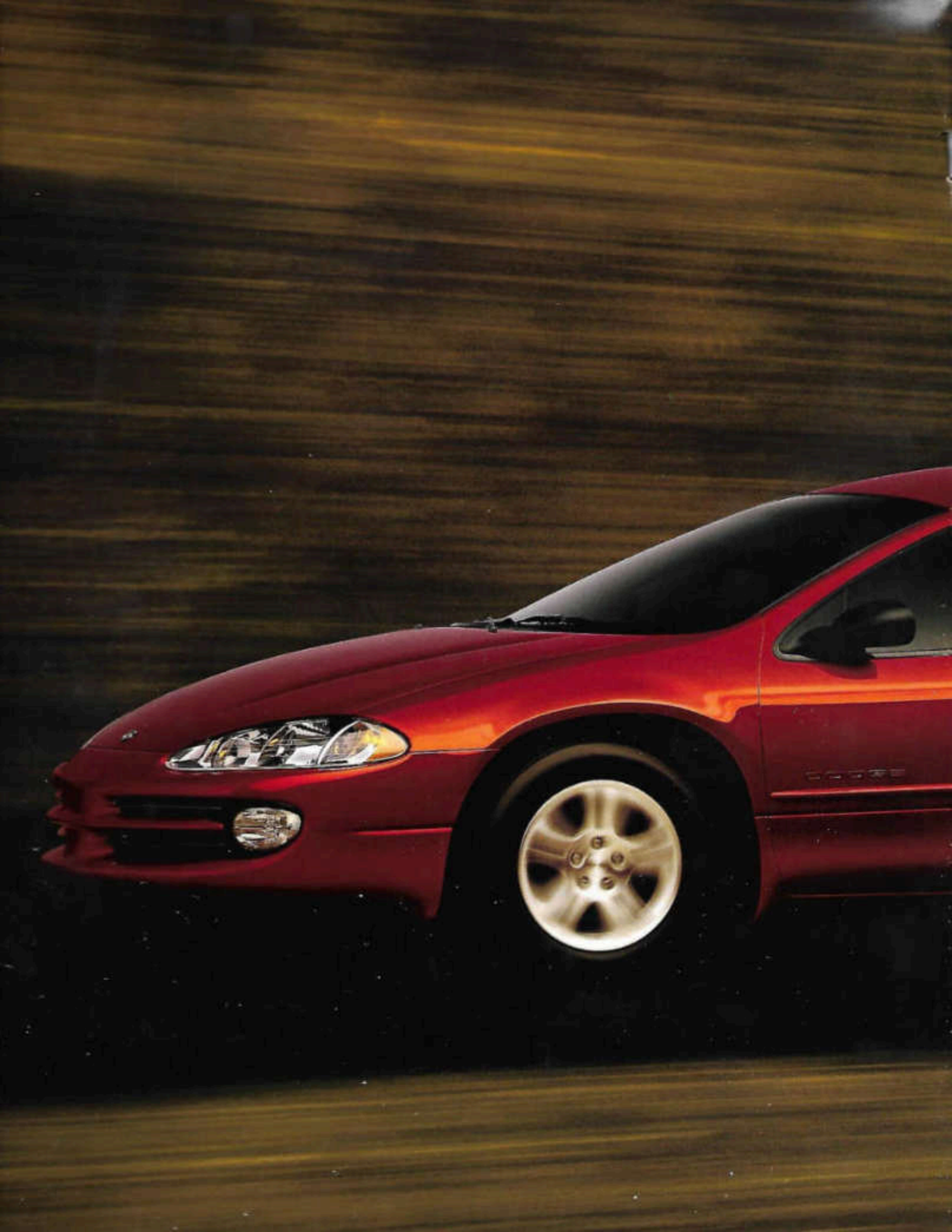
We're changing everything. Again.



When we introduced the first-generation Dodge Intrepid, we changed everything about the traditional sport sedan, including its shape. Throughout its award-winning existence, our roomy, responsive Intrepid continued to reshape the expectations of an entire generation of sedan buyers. Now we're changing everything again by introducing the all-new 1998 Dodge Intrepid. With an advanced cab-forward design that results in improved aerodynamics as well as a roomier interior and a larger trunk. Two all-new aluminum engines make the all-new Intrepid more powerful and more fuel efficient. Inside, the '98 Intrepid easily fulfills the expectations raised by its exceptional exterior. Redesigned using an advanced computer analysis system called the Cyber-synthesis™ process, attention has been paid to every detail. Drivers will feel this car is all about them. Interestingly, passengers will feel the same way. And all occupants will benefit from improvements designed to make quiet a major factor in this all-new sport sedan's performance equation.

The all-new 1998 Intrepid. A bold expression of innovation from The New Dodge.

Intrepid The New Dodge



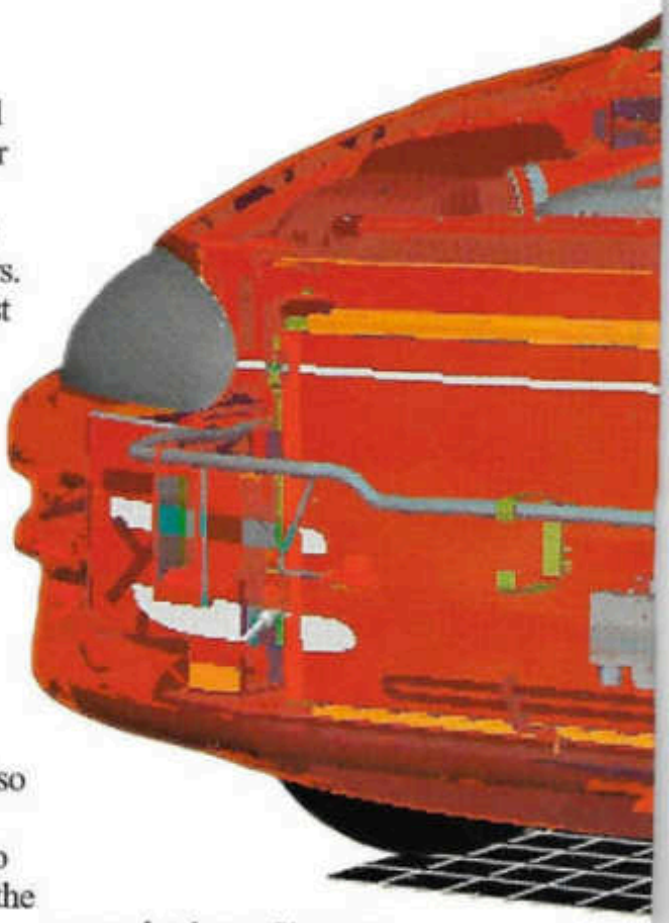
Intrepid ES shown in Candy Apple Red

We skipped all the paperwork and went straight to stunning.

dvanced cab-orward, wheels-to-he-corners design rovides a arger interior s well as ore stable andling.

The 1998 Intrepid is the first odge vehicle to feature totally lectronic, "paperless" design rom concept through completion. alled the Cyber-synthesis™ rocess, this electronic design ystem utilizes Chrysler Data isualizer (CDV), a cutting-edge ftware package, to create presentations of cars with all the sual qualities of a physical object.

Using the Cyber-synthesis process, Dodge engineers moved computerized exterior designs for the all-new Intrepid from mere sketches to high-definition video models in just days, or even hours. Unlike the clay models of the past which had to be laboriously reworked, these easily changed video models provided enormous opportunity for experimentation. Instead of only a few design options as in the past, engineers were now able to explore hundreds of possibilities — and complete this process in a much shorter time period.



The Cyber-synthesis process also allowed engineers and suppliers to work from the same database. Since all dimensions were created only once and then shared electronically, errors and inaccuracies were eliminated. This sharing of data coupled with on-screen visualization helped to ensure an assembly process capable of meeting strict fit and finish objectives.

If the Cyber-synthesis process sounds complex, it is. But its benefits are easy to understand. The 1998 Intrepid is quite simply an innovative vehicle of impressive

The Cyber-synthesis process, *a 100 percent electronic design system, provided engineers enormous opportunity for experimentation by eliminating the need for clay models.*

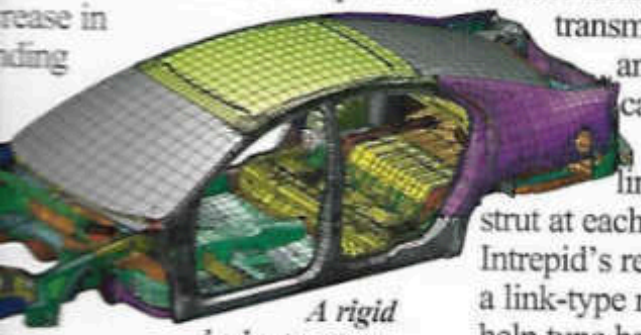
An all-new state-of-the-art computer network *transmits data between control modules and allows one module to "wake up" another even when the engine is not running.*

The all-new Intrepid's space-efficient, computer-designed interior makes optimum use of every square inch.

ncreasing torsional stiffness by 37% and bending strength by 46% improved driving pleasure immeasurably.

In addition to providing a place for driver and passengers to ride, a car's body shell also functions as a structural pport for the suspension system. stiff body contributes to precise ndling and helps provide a solid, ble ride.

The all-new Intrepid body tures a 37 percent increase in sional stiffness and a 46 percent rease in ding



A rigid body structure *enhances handling and road manners.*

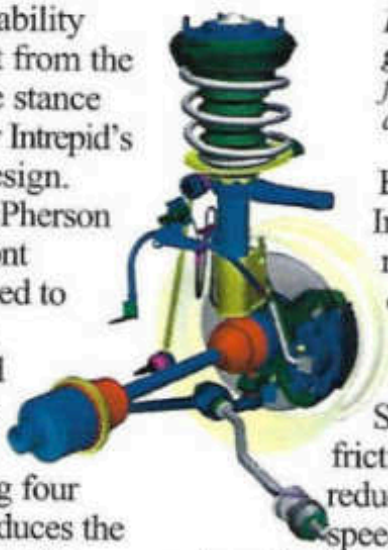
ngth r the vious Intrepid ly, which was best-in-class en it was introduced. This added fness translates into added formance, making the all-new epid as adept at handling

Additional handling stability and surefootedness result from the long wheelbase and wide stance characteristic of the all-new Intrepid's advanced cab-forward design.

The '98 Intrepid's MacPherson strut-type independent front suspension has been refined to decrease front-end lift on acceleration and front-end dive on braking. A stiffer front suspension cradle mounted to the body using four rubber isolators greatly reduces the transmission of road noise and vibration into the car's interior.

In addition to multiple links and a Chapman strut at each wheel, the all-new Intrepid's rear suspension features a link-type rear stabilizer bar to help tune handling characteristics. An all-new aluminum rear cross-member is stiffer for improved handling, yet lighter weight for optimum efficiency.

All-season 16-inch touring tires mounted on forged aluminum wheels, standard on Intrepid ES, are designed to provide the



Revised suspension geometry *decreases front-end lift and dive characteristics.*

Both Intrepid and Intrepid ES offer the responsiveness of standard power-assisted rack-and-pinion steering. Steering gear friction has been reduced and engine idle speed increases automatically during parking to facilitate maneuvering.

The AutoStick® transaxle, standard on Intrepid ES, allows drivers to choose between the convenience of automatic shifting or the exhilaration of performance-oriented manual shifting.

AutoStick® transaxle *lets you choose between conventional automatic or high-*

P E R F O R M A N C E

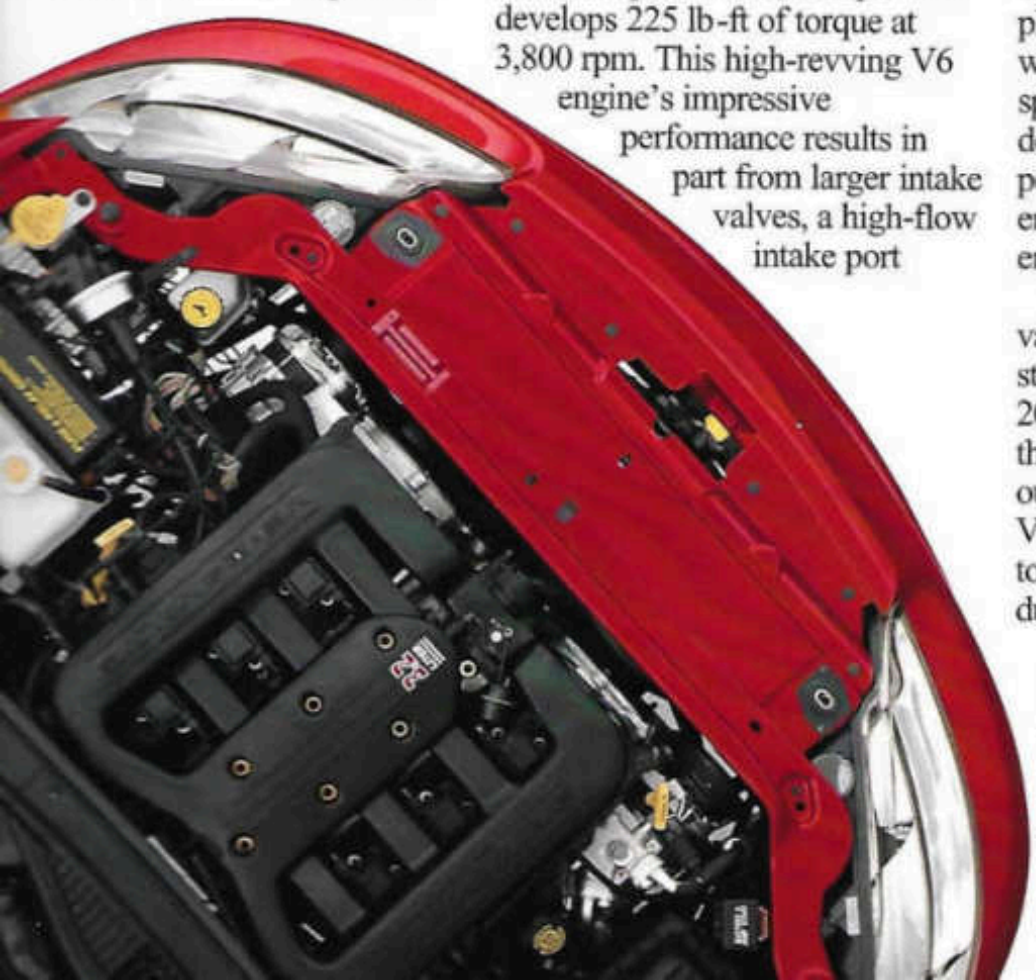
Intrepid ES shown in Bright Platinum

From a hunk of aluminum we cut a 3.2-liter gem.

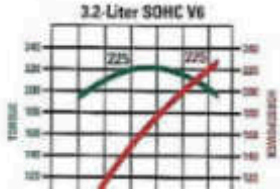
At Dodge, we're so avid about novation we even changed the l-new Intrepid's power source, eating two all-new aluminum gines that feature more rsepower and more torque than their predecessors — not to mention better fuel efficiency.

The all-new 3.2-liter SOHC 24-valve aluminum V6 engine, standard on Intrepid ES, unleashes 225 horsepower at 6,300 rpm and develops 225 lb-ft of torque at 3,800 rpm. This high-revving V6 engine's impressive performance results in part from larger intake valves, a high-flow intake port design and a combustion chamber designed to increase airflow and improve combustion. A high compression ratio of 9.5:1 squeezes more power from each ounce of fuel, and a unique three-plenum intake manifold increases wide-open-throttle power at high speeds. A sophisticated broadband detonation sensor provides peak performance throughout the engine's range without allowing engine knock.

The all-new 2.7-liter DOHC 24-valve aluminum V6 engine is standard on Intrepid. It generates 200 horsepower at 5,800 rpm — the highest horsepower per liter output of any normally aspirated V6 in its class — and 190 lb-ft of torque at 4,850 rpm. Lightweight dual overhead camshafts operate



The all-new aluminum 3.2-liter SOHC V6 engine *produces 225 horsepower while offering 10 percent better fuel economy and 30 percent reduced hydrocarbon emissions*



***Multivalve design** increases engine breathing, producing additional power.*

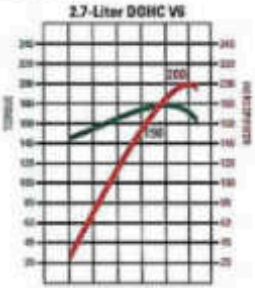
four valves per cylinder, two intake and two exhaust, and are chain-driven for durability. Camshaft timing is optimized to provide maximum power and torque. Intake manifold passages are designed to provide maximum airflow.

Both all-new Intrepid engines were developed using the Cyber-synthesis™ process, a 100 percent electronic design system. This advanced computer modeling process allowed Dodge engineers to experiment with thousands of design combinations before a single engine was ever built. The platinum-tipped spark plugs used in both engines offer the convenience of 100,000-mile tune-up intervals.* A coil-on-plug ignition system eliminates secondary wires that can deteriorate and ensures that full consistent power is always available to fire the spark plugs. The aluminum engine blocks feature cast-in-place iron cylinder liners for enhanced durability — the result of an innovative, industry-first patented process. So well engineered are these aluminum-block, aluminum-head engines that a drop or even a film of oil on the outside of the engine is unlikely.

*Maintenance needs vary depending on vehicle use and driving conditions. See Owner's Manual for details.

***Skip Barber Dodge Pro Series** Formula Cars are powered by the all-new, aluminum 3.2-liter V6. The Skip Barber Driving School has chosen Dodge as the exclusive supplier of vehicles and the official engine supplier for all its teaching and racing operations. For information, call 1-800-221-1131, E-mail speed@skipbarber.com, or visit the*

***Designed electronically from a "clean screen" using the Cyber-synthesis process, the all-new aluminum 2.7-liter DOHC V6 engine** pumps out 200 horsepower and features dual overhead camshafts and four valves per cylinder — the same technology found in many race cars.*



We use a controlled environment to induce exhilaration.

C O N T R O L

Just one look is enough to nvince drivers that the all-new trepid's ergonomic cockpit was eated especially for them. Controls are simple to locate d just as simple to operate. Bold hite-background gauges are not ly large and easy to read, but aded from reflections by a large strument panel overhang. Five rge vents in the instrument panel maximize airflow, while blower noise is minimized. A new four-spoke steering wheel (leather-wrapped on Intrepid ES) allows maximum visibility of gauges and adjusts to five positions to accommodate a variety of drivers. For easy driver access, the handle on the lockable glove box is set to the left and the center console, which is integral to the instrument panel, features a padded armrest.

Center console *includes adaptable cup holders plus a storage bin with cassette and pencil/pen holder, CD slots and coin holders.*

Electronic speed control *features pushbutton controls located on the steering wheel within easy reach of the driver's thumbs.*


P
R
N
D

122.9 cubic feet of opportunity.

The standard heating/air conditioning system *features rear ducts to provide even more comfort for rear-seat passengers.*

Sophisticated computer modeling techniques combined with the '98 Intrepid's advanced cab-forward design result in a large, comfortable interior. Significant innovations, large and small, fill this space, inviting driver and passengers to experience its enhanced convenience.

All-new seats are specifically designed to provide lateral and lumbar support. Seatbacks are taller and wider to provide additional shoulder support. Seat frames and pads were developed simultaneously to ensure maximum comfort. The Intrepid ES features an eight-way adjustable power driver's seat with four-position manual lumbar support. Five-passenger accommodations with front bucket seats are standard, while an optional 50/50 split-bench seat provides room for six passengers as well as a new folding center armrest with covered storage and cup holders.

The all-new Intrepid's manual heating, ventilation and air conditioning controls are specially designed to operate easily, minimizing driver distraction. Operation of the automatic temperature control system, available on Intrepid ES, is significantly simplified. The efficient standard air conditioning system cools every square inch of Intrepid's oversized interior.

An all-new defroster distributes air more effectively over Intrepid's large windshield for faster, more efficient performance. In back, an all-new rear window defogger features 45 percent more power to clear the glass quicker and with greater uniformity.

Ever try to start your car when it's already running? The '98 Intrepid features a starter override that prevents damage to the starter and flywheel in this situation. In addition, a new battery saver automatically turns off exterior lamps left on inadvertently for longer than 10 minutes and interior lamps left on inadvertently for longer than 60 minutes.

AM/FM stereo radio with cassette and CD player *features a graphic equalizer and Chrysler/Infinity Spatial Imaging™ Sound System.**

Standard AM/FM stereo radio with cassette *features four speakers on Intrepid and eight speakers in six locations plus a 120-watt amplifier*

C O N V E N I E N C E

We've gone about improving it in our own quiet way.

Dodge engineers knew exactly how Intrepid's all-new aluminum engines would sound before either of these engines were even built. This advanced capability speaks volumes about the level of noise control drivers and passengers of the all-new Intrepid will experience.

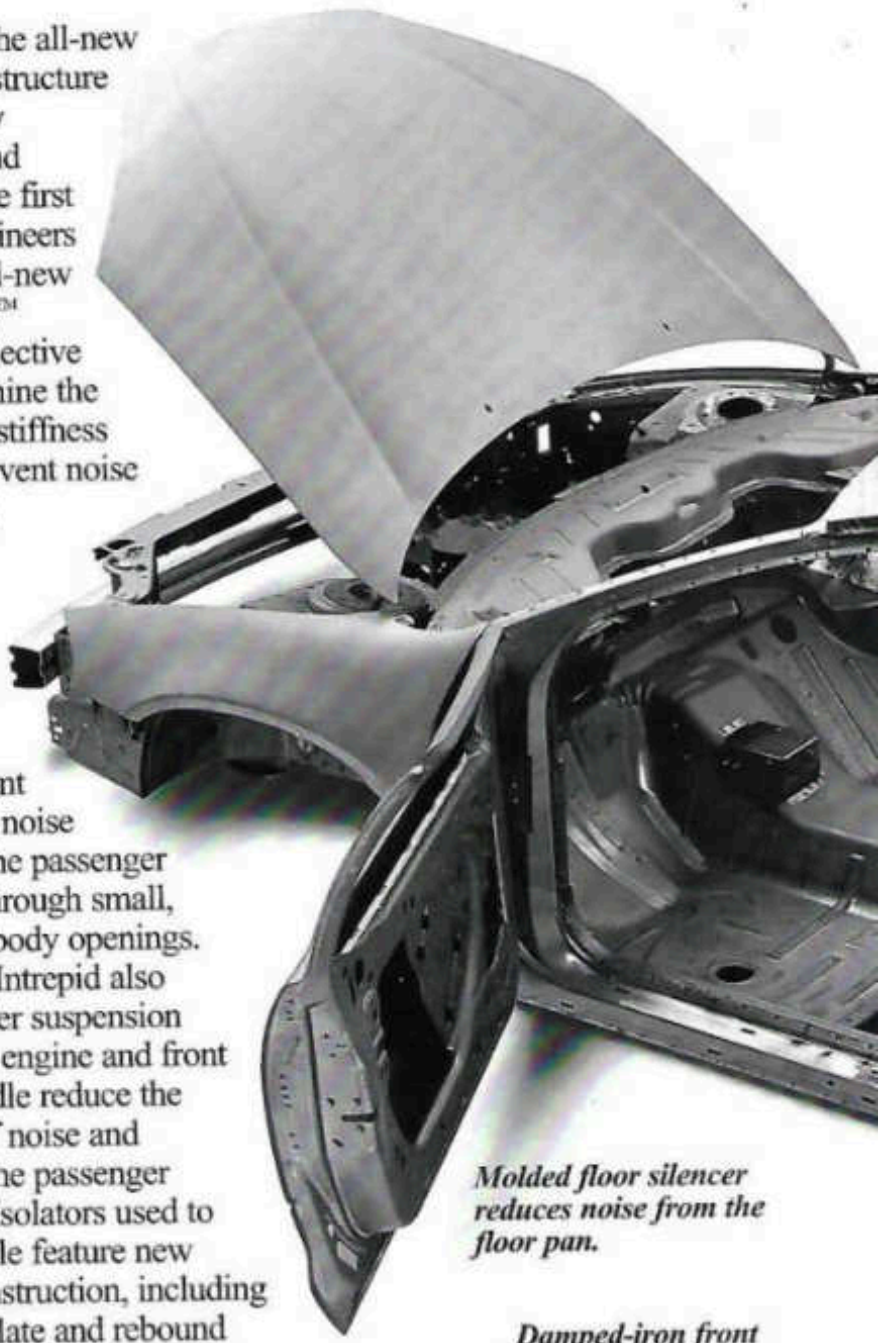
Unwanted noises have been eliminated. Pleasurable sounds, like the resonance of an engine in full rev, have been carefully tuned to gratify rather than grate on the ear.

Hemi-anechoic chambers are used to evaluate vehicle noise through reflected sounds.

Unwanted engine vibration has been minimized in both the 2.7-liter V6 and the 3.2-liter V6 by stiffening components such as the cast aluminum cylinder blocks. The computer-engineered steel crankshaft on the 2.7-liter engine provides 26 percent greater torsional stiffness. This all-new engine also features a low-rumble intake manifold, as well as ribbed block sides and isolated cylinder head covers to prevent sound from reverberating. Cylinder head covers on both the 2.7-liter and 3.2-liter V6 engines are also completely isolated.

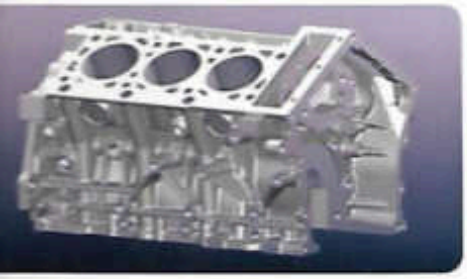
Stiffening of the all-new Intrepid's body structure also significantly reduced noise and vibration. For the first time, Dodge engineers combined the all-new Cyber-synthesis™ process with objective testing to determine the exact degree of stiffness necessary to prevent noise from becoming audible inside the vehicle. Expandable body sealer, robotically applied, was chosen to prevent high-frequency noise from entering the passenger compartment through small, often invisible body openings.

The all-new Intrepid also features a quieter suspension system. A new engine and front suspension cradle reduce the transmission of noise and vibration into the passenger compartment. Isolators used to mount the cradle feature new three-piece construction, including body, jounce plate and rebound plate for fine tuning. In back, a rubber-isolated rear suspension crossmember helps reduce the



Molded floor silencer reduces noise from the floor pan.

Damped-iron front brake rotors reduce high-speed brake noise.



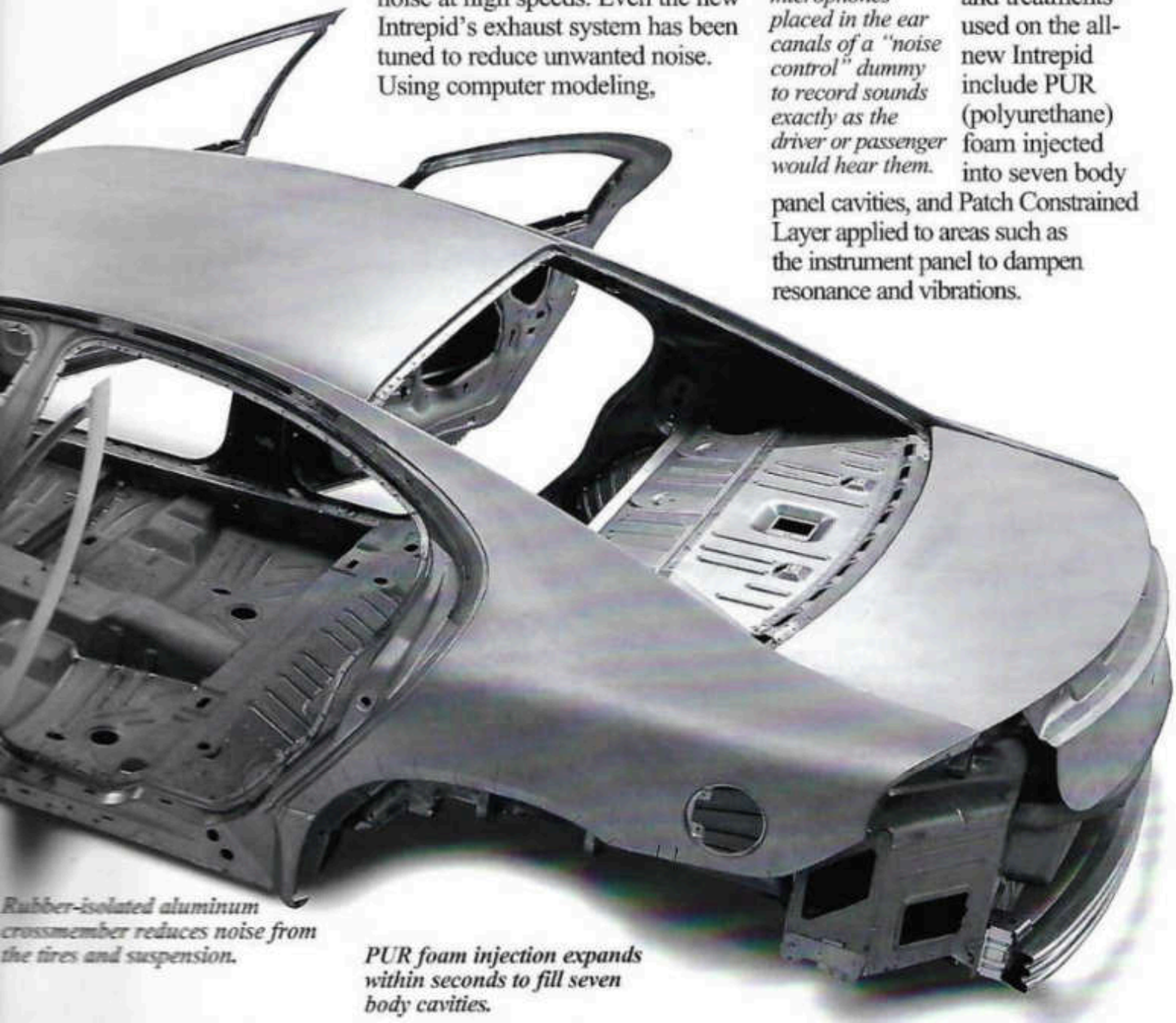
Double-shear engine mounts *decrease vibration by increasing stiffness. A stiffer cylinder block also helps reduce noise and vibration.*

transmission of noise and vibration from the vehicle's tires and suspension. Four tuned isolators block the transmission of noise from the transverse suspension control arms, significantly improving quietness for rear-seat passengers.

The front brake system on the all-new Intrepid features quieter, asbestos-free linings. All disc rotors are thicker and cast from damped iron, reducing the chance of brake noise at high speeds. Even the new Intrepid's exhaust system has been tuned to reduce unwanted noise. Using computer modeling, engineers found room for a larger muffler which significantly minimizes exhaust noise. To help achieve an exhaust system that emits a performance-oriented sound during moderate to full-throttle acceleration, two resonators are used.

Stereo recording analysis *uses microphones placed in the ear canals of a "noise control" dummy to record sounds exactly as the driver or passenger would hear them.*

Add-on silencing devices and treatments used on the all-new Intrepid include PUR (polyurethane) foam injected into seven body panel cavities, and Patch Constrained Layer applied to areas such as the instrument panel to dampen resonance and vibrations.

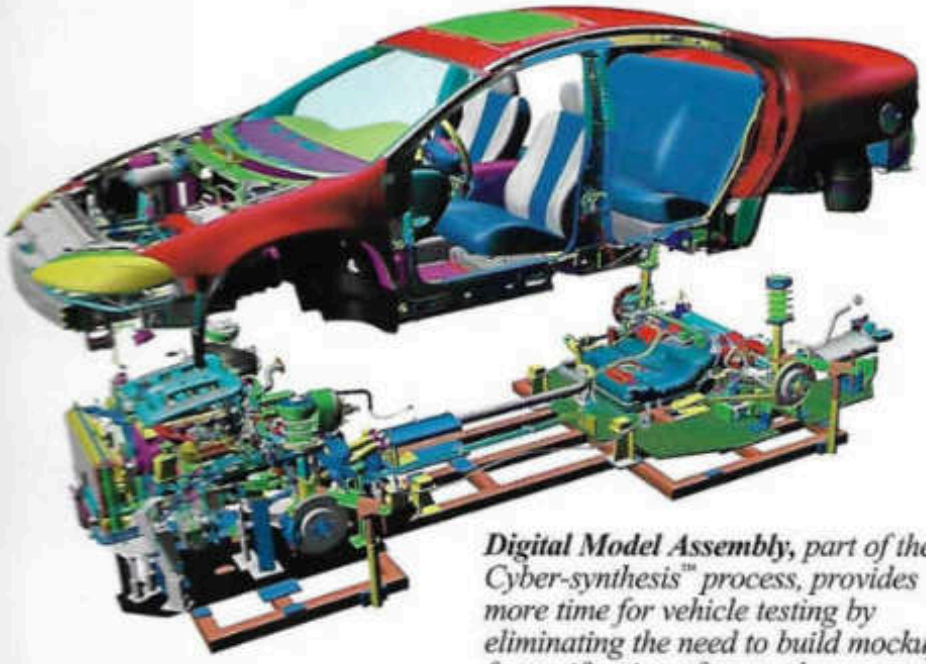


Rubber-isolated aluminum crossmember reduces noise from the tires and suspension.

PUR foam injection expands within seconds to fill seven body cavities.

Intrepid ES shown in Bright Platinum

We tried it 200,000 times. It works.



Digital Model Assembly, *part of the Cyber-synthesis™ process, provides more time for vehicle testing by eliminating the need to build mockups for verification of parts placement.*

A car as stunning as the all-new Intrepid demands a level of quality that is equally as impressive. Using the Cyber-synthesis process, the most advanced computer modeling system available, Dodge designers and engineers were able to fulfill that demand.

First employed by the aerospace industry, an innovative part of the Cyber-synthesis process called DMA (Digital Model Assembly) was used by Dodge engineers in its first U.S. automotive application to assemble the new Intrepid electronically, component by component. Using DMA, engineers were able to identify and resolve over 1,500 space availability and clearance issues prior to the construction of a physical prototype vehicle.

State-of-the-art manufacturing processes *help ensure vehicle quality.*

Digital representation allowed designers and engineers to analyze a complete car in only eight minutes to make sure all parts fit together without interference. Previously, actual models which took anywhere from two to twelve weeks to complete, were constructed for this purpose.

DMA was also used to simulate the all-new Intrepid's assembly process. As a result, the time needed for the first actual full-vehicle chassis insertion (installing engine, transmission, front and rear suspension, cooling system, brakes, exhaust system and fuel system) was reduced from 15 days to just 15 minutes and vehicle quality was improved.

Dynamometer testing *duplicates "real world" road conditions.*

Although computer simulation is of enormous importance in the design and production of a world-class quality vehicle, it does not replace the need for testing.

***ld weather testing** ensures Intrepid's ability to withstand extreme temperatures and conditions.*

stead, it makes testing a process verification rather than one of entifying design and engineering ncerns.

The all-new Intrepid was tested tensively at Chrysler rporation's Scientific and vironmental Laboratories in uburn Hills, Michigan. This 4,000-square-foot facility is signed to simulate hundreds of eal world" driving conditions in ntrolled test environments.

The '98 Intrepid's ultra-rodynamic shape was tested and fined using the laboratory's 3/8 ale wind tunnel to provide data fuel economy, handling, cross-ind stability, cooling and airflow velopment. Later, a full-size trepid was tested using the ockheed full-size wind tunnel perfect water management d eliminate wind noise.

The all-new Intrepid was also subjected to rigorous testing in the Climate Test Center facility. No other facility in the world can duplicate the center's total capabilities which include temperatures ranging from -40 degrees to 125 degrees Fahrenheit, coupled with the ability to create blinding indoor blizzards and rain storms. Inside test cells, solar panels bake test vehicles with radiated heat while relative humidity can be set anywhere between 20 and 95 percent.

These advanced laboratory tests are backed by grueling on-site testing in areas of the U.S. that offer extremes of heat and cold to ensure ultimate durability and reliability.

***Test track** evaluations are used to verify computer-generated designs of suspension and brake components.*

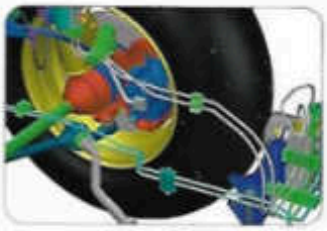
***2 million test miles,** including Skip Barber Pro Series races run prior to production, helped ensure the durability of Intrepid's all-new 3.2-liter aluminum engine.*

We ran it into a wall virtually before it ever became a reality.

Computer crash simulations *helped engineers manage impact energy.*

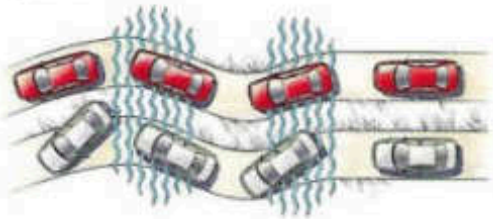
What if designers could determine the effect an accident would have on a driver or passenger — even if the vehicle and the occupant didn't ctually exist? Welcome to the echnologically advanced world of Dodge safety engineering.

Designed from the moment its mage first appeared on a computer creen to protect as well as it erforms, the all-new Intrepid is he first U.S.-built domestic vehicle o use liquid fuel to inflate the Next eneration front-passenger air ag.* This environmentally iendly system allows smokeless eployment of the front-passenger ir bag as well as a lower air bag urface temperature. The Next eneration driver-side air bag* ses a new hybrid inflator that inimizes the amount of articulates expelled. A new seat belt restraint system includes adjustable three-point belts for all outboard passengers as well as height-adjustable shoulder belts for outboard front-seat passengers.



ow-Speed raction ontrol, ptional on ntrepid ES, prevents wheels from inning on slippery surfaces at peeds up to 35 mph.

Next Generation driver and front-passenger air bags* *use smokeless, odorless, environmentally friendly inflators.*



Four-wheel disc antilock brakes *help drivers maintain directional stability during emergency braking.*

The 1998 Intrepid already meets new, stricter head impact safety standards that become mandatory for all vehicles in 2003. Side-impact protection is delivered by a patented design that encourages interaction between the body cage and the tubular, ultra-high-strength-tensile steel beams in both front and rear doors.

A new, high-performance four-wheel disc antilock brake system, optional on Intrepid and standard on Intrepid ES, offers larger front rotors for increased performance and fade resistance. This system has been specially engineered to provide a good balance between quick stopping ability and stable control. Low-Speed Traction Control is optional on Intrepid ES.

For enhanced safety, particularly at night, the all-new Intrepid's halogen-bulb, quad headlamps provide 50 percent more light on low beam. On high beam, these impressive new headlamps provide twice the light and illuminate 65 percent farther down the road than previous Intrepid headlamps. New computer-designed wiper blades are three times stronger than previous blades for greater durability and are aerodynamically engineered to adhere to the windshield even at high speeds.

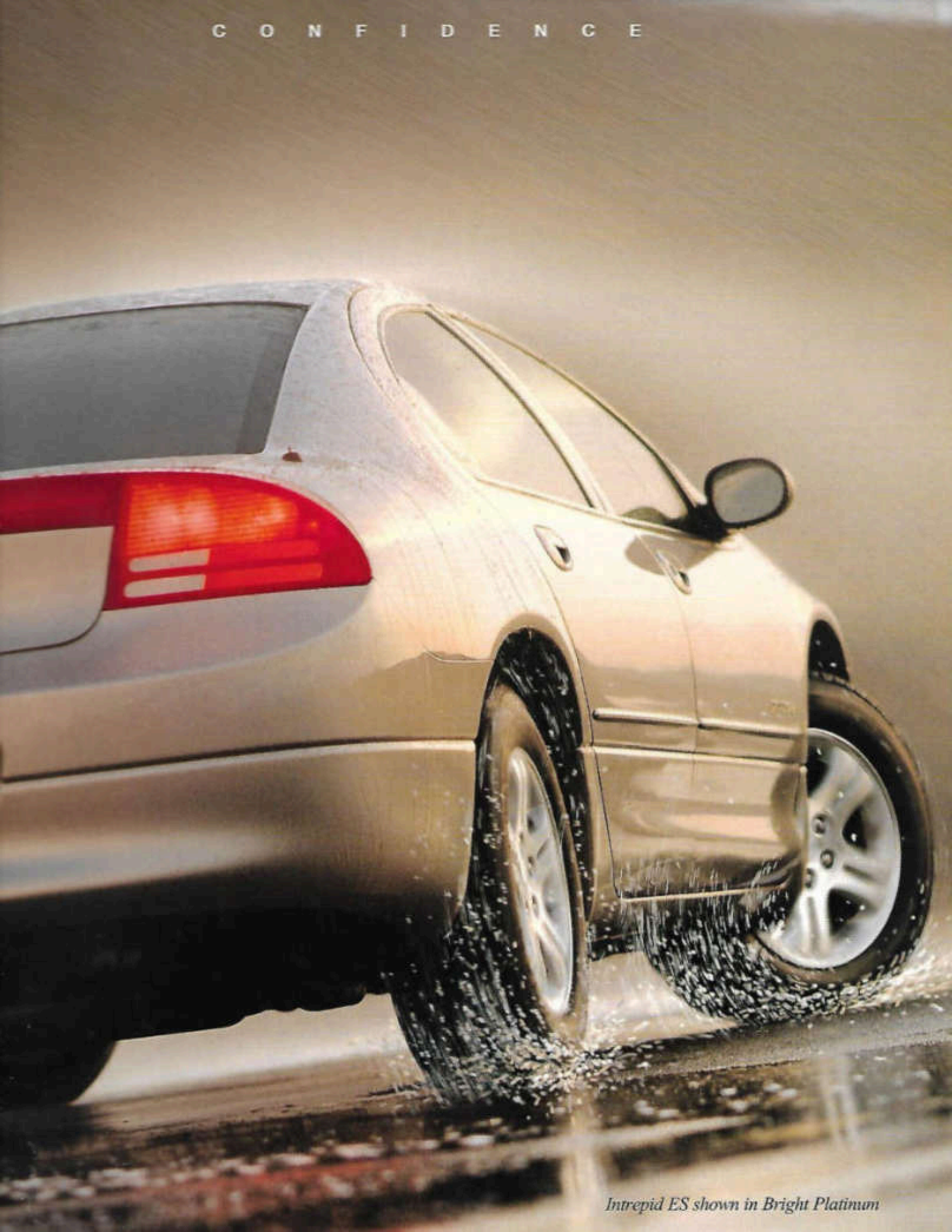
Added security is available through the all-new Intrepid's optional remote keyless entry (standard on ES model), as well as the HomeLink® Universal Transmitter and vehicle theft alarm system (optional on ES model).

*Certified to the new Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children.

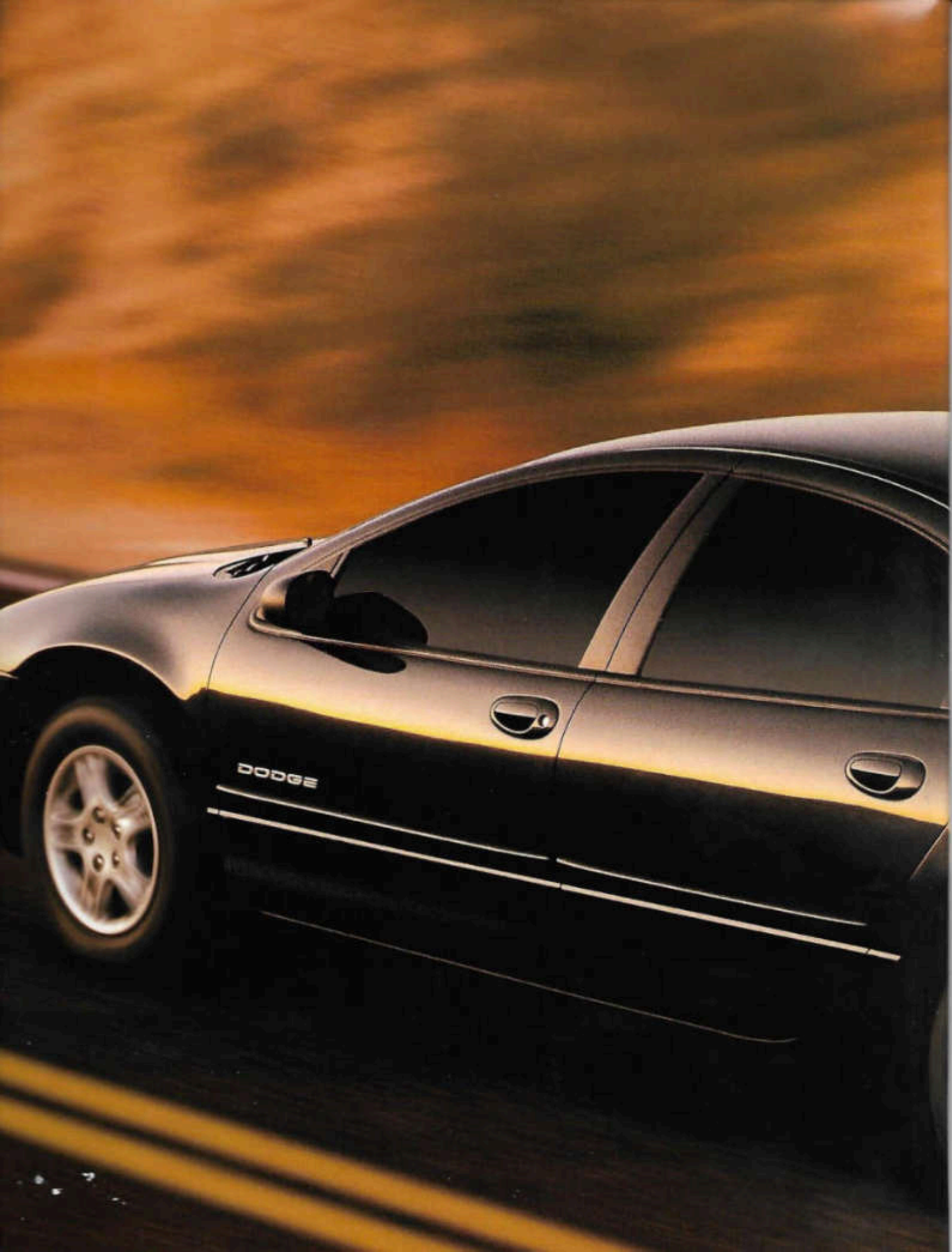
HomeLink® Universal Transmitter *memorizes the activation codes for up to three remote control devices.*

Remote keyless entry *is operated using a new four-button key fob.*

C O N F I D E N C E



Intrepid ES shown in Bright Platinum


DODGE

Intrepid shown in Deep Slate

Standard features and options.

ITEM	INTREPID	INTREPID ES
...gs* — Next Generation driver and front-passenger	S	S
...nditioning — CFC-free refrigerant ...anual temperature control	S	S
...utomatic temperature control		P
...ator ...20-ampere	S	
...30-ampere		S
...s ...ower 4-wheel disc	S	
...ower 4-wheel disc with antilock	O	S
...Weather Group — Includes engine block heater and battery heater	O	O
...rt and Security Group — Includes Automatic Temperature Control ...ehicle Theft Security System		O
...ies ...verhead, includes twin map/courtesy lamps, compass, display for ...utside temperature, trip computer and HomeLink® Universal ...ransmitter		O
...ter, includes cup holders, coin holder, cassette and CD storage ...nd rear-seat heat and A/C outlets*	S	S
...ster — Rear window	S	S
...Beams Side-Impact Protection — Includes steel side-guard door ...s and structural reinforcements	S	S
...Locks — Power, auto speed-sensitive	S	S
...ion System — Emissions controls for Maine and states bordering ...nia, Connecticut, Massachusetts and New York (automatically ...ed for vehicles sold in CA, CT, MA and NY)	O	O
...st System — Long-life stainless steel	S	S
...olished stainless exhaust tip		S
...Mats — Front and rear, carpeted with driver's floor mat tie-down	S	S
...Link® Universal Transmitter — Programmable, included with ...ead Console		P
...ment Cluster — Includes speedometer, tachometer, odometer, ...ometer; gauges for fuel level and coolant temperature; ...g lamps for low oil pressure, charging system, low fuel, and ...asher fluid	S	S
...ng ...or ...g lamps, integral to fascia		S
...or ...ual front reading/courtesy lamps, rear courtesy lamps above ...ch door, glove box and trunk lamps	S	S
...ront door courtesy lamps		S
...rs ...utomatic dimming day/night		O
...ual covered visor vanity	S	
...ual covered/illuminated visor vanity	P	S
...r Accessory Outlet — 12-volt, located in instrument panel	S	S
...e Keyless Entry System — Controls for power door locks, ...ated entry system, trunk lid release, panic alarm and ES' ...ble Vehicle Theft Security System. Includes 2 transmitters	P	S
...oth front buckets with reclining seatbacks and adjustable ...ead restraints and cloth rear bench	S	
...oth front 50/50 split-bench with reclining seatbacks, adjustable ...ead restraints and inboard folding armrest with storage bin and ...tegral foldaway cup holders and cloth rear bench	O	

ITEM (Continued)	INTREPID	INTREPID ES
— Cloth front buckets with driver's manually adjustable lumbar support, 8-way power driver seat, reclining seatbacks, adjustable head restraints, passenger seatback pocket and cloth 60/40 split-folding rear bench with center armrest		S
— Leather-trimmed front buckets with driver's manually adjustable lumbar support, 8-way power driver and front-passenger seats, reclining seatbacks, adjustable head restraints, passenger seatback pocket and premium leather-trimmed 60/40 split-folding rear bench with center armrest		O
— Driver's 8-way power	O	S
— Driver and front-passenger's 8-way power		O
Shoulder Belts — Height-adjustable driver and front-passenger	S	S
Sound Systems — AM/FM stereo radio with full-logic cassette player and 4 speakers	S	
— AM/FM stereo radio with full-logic cassette player, amplifier and 8 speakers in 6 locations	P	S
— AM/FM stereo radio with CD player, CD changer controls,* graphic equalizer, amplifier and 8 speakers in 6 locations	O	O
— AM stereo*/FM stereo radio with cassette player, CD changer controls,* graphic equalizer, Chrysler/Infinity Spatial Imaging™ Sound System and 9 speakers in 7 locations		P
— AM/FM stereo radio with CD player, CD changer controls,* graphic equalizer, Chrysler/Infinity Spatial Imaging™ Sound System and 9 speakers in 7 locations		O
— AM stereo*/FM stereo radio with combination cassette/CD player, graphic equalizer, Chrysler/Infinity Spatial Imaging™ Sound System and 9 speakers in 7 locations*		O
Speed Control — Electronic with steering wheel-mounted controls	S	S
Steering — Power-assisted, rack-and-pinion	S	S
Steering Column — Height-adjustable	S	S
Sunroof — Power, with express-open feature**		O
Suspension — Front independent with gas-charged MacPherson struts and stabilizer bar; rear independent multilink with Chapman struts and stabilizer bar	S	S
Tires — P205/70R15 BSW all-season touring (4)	S	
— P225/60R16 BSW all-season touring (4)*	P	S
— Spare, compact	S	S
— Spare, full-size	O	O
Traction Control — Low-Speed		P
Trunk Lid Release — Remote	S	S
Wheel and Tire Group — P225/60R16 BSW all-season touring tires and 16" steel wheels with bolt-on wheel covers (4)	O	
Wheels — 15" steel with bolt-on wheel covers (4)	S	
— 16" steel with bolt-on wheel covers (4)*	P	
— 16" forged aluminum (4) wheel		S
Windows Power, with driver's one-touch-down feature	S	S
Tinted, with solar-control windshield and rear window	S	S
Wiper System — Variable, 2-speed intermittent mode speed-sensitive	S	S

S = Standard. O = Optional. P = Included as part of a package. Blank space = Not available.

* Certified to the new Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children.
* Not available with split-bench front seat. Rear-seat heat and A/C outlets are located under optional split-bench seat.
* CD changer is a dealer-installed Mopar Accessory.
* Some AM stereo broadcasting may not be compatible with this radio.
* Late availability.
* Requires Overhead Console.
* Included as part of the 16" Wheel and Tire Group.

MODELS

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Dimensions

COLORS

Candy Apple Red

Deep Cranberry

Deep Amethyst

Deep Slate

Stone White

Bright Platinum Metallic

Champagne

Forest Green

Colors shown will vary slightly from actual hues. See your dealer for accurate color chips. Clear Coat finish is standard on every Dodge vehicle.

C O M M I T M E N T

We'd like to continue this relationship.

ur commitment to your satisfaction egins the moment you consider uying a Dodge car, truck, or minivan. rom that moment on, we work hard develop a one-on-one relationship at will carry you successfully rough your purchase experience d continue to delight you through- ut your years of Dodge ownership.

We nurture this valued relationship rough a variety of relationship- uilding programs including:

CustomerOne® Chrysler orporation and its dealers have ade a long-term commitment to utstanding customer service. More han 100,000 dealership manage- ent, sales and service people are articipating in the most extensive ducational initiative in automotive istory. It's called Customer One nd it establishes one unbreakable ule: Treat every customer with the onesty and respect they deserve.

Owner Communications

Dodge dealers who participate n the Customer One Owner Communications Program will end retail customers the *Customer One* newsletter each January, April nd July, and the *Customer One* agazine each October, as well as ervice coupons and timed service eminders.

3/36 Customer One Care Plan

Your Dodge vehicle is covered by Chrysler Corporation's 3/36

CustomerOne Care 3/36 Bumper To Bumper 24-Hour Roadside Assistance

This coverage includes a 3-year or 36,000-mile Bumper-To-Bumper Limited Warranty as well as roadside assistance for 3 years or 36,000 miles. Call 1-800-521-2779 for 24-hour, 7-day-a-week emergency road service.† A 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty covers the repair of exterior sheet metal perforated by corrosion. Restrictions apply. See your dealer for details.

* Excludes wiper blades, clutch and brake linings, brake rotors and drums, normal maintenance items and tires (covered by their own manufacturer's warranty).

† Road service provided by Cross Country Motor Club, Inc. (In California, Cross Country Motor Club of California, Inc.)

Service Contracts — We're Serious About Service

Additional protection for Dodge owners is available through optional Chrysler Service Contracts. These service plans are available in a variety of time and mileage combinations to meet your driving needs. Ask your dealer for more information or call 1-800-442-2666.

CHRYSLER FINANCIAL Chrysler Financial offers a full range of automotive financing which provides flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and make your new vehicle even more affordable. They include the College Graduate Program and Gold Key Lease short-term financing. Ask your salesperson for details.

Commercial Customer Programs

To learn about the special benefits of our Dodge On The Job program, or to register your small business as an account, call 1-800-WORK-RAM. Chrysler Financial's new Commercial Finance Program offers several finance and lease options to small and midsize businesses, municipalities, and small fleet operators. "Line of Credit" financing is also available under this program. Please see your dealer for details.

Chrysler Lease Plans

Chrysler Financial's Gold Key Lease has the flexibility to fit your vehicle choice and your lifestyle. If the idea of driving the vehicle you want and paying less for it sounds great, ask about Gold Key Lease.

Mopar CUSTOMER CARE To keep your Dodge vehicle performing at its optimum, make sure it's serviced regularly at your Dodge dealership, where first-rate mechanics have access to a complete stock of Mopar replacement parts and the sophisticated equipment today's cars demand.

Cash reimbursement is available for qualified adaptive driving devices on 1998 Dodge vehicles. Ask your dealer or call Automobility Headquarters at 1-800-255-9877.

rom top to bottom: Viper GTS, Neon, ikota, Cargo Van, Grand Caravan, venger, Ram Quad Cab® Pickup, rango, Durango, and all-new Intrepid.

or more information on any odge car, truck, or minivan, call 800-4-A-DODGE. Or visit the odge Web site at www.4adodge.com

We're thinking ahead.

Sure, we're thinking years down the road, about everything you can imagine that has to do with cars, trucks, and minivans. Alternate fuels. Exotic materials. New configurations. We're exploring new safety technology, suspension systems, engine dynamics, ergonomics. But no matter how far ahead we're thinking we always come back to one basic, very unscientific premise: Make it look good, make it feel good, make it interesting and exciting to drive.

The New Dodge