

A close-up, artistic photograph of a red Dodge car's headlight. The headlight is a deep, vibrant red with a glossy finish, showing internal lens structures and reflections. The background is dark, making the red headlight stand out. Overlaid on the headlight is the word "Dodge" in a large, white, sans-serif font, and below it, the name "Ralph Gilles" in a smaller, white, sans-serif font. In the bottom right corner, the "DODGE" logo is visible in a metallic, three-dimensional style.

# Dodge

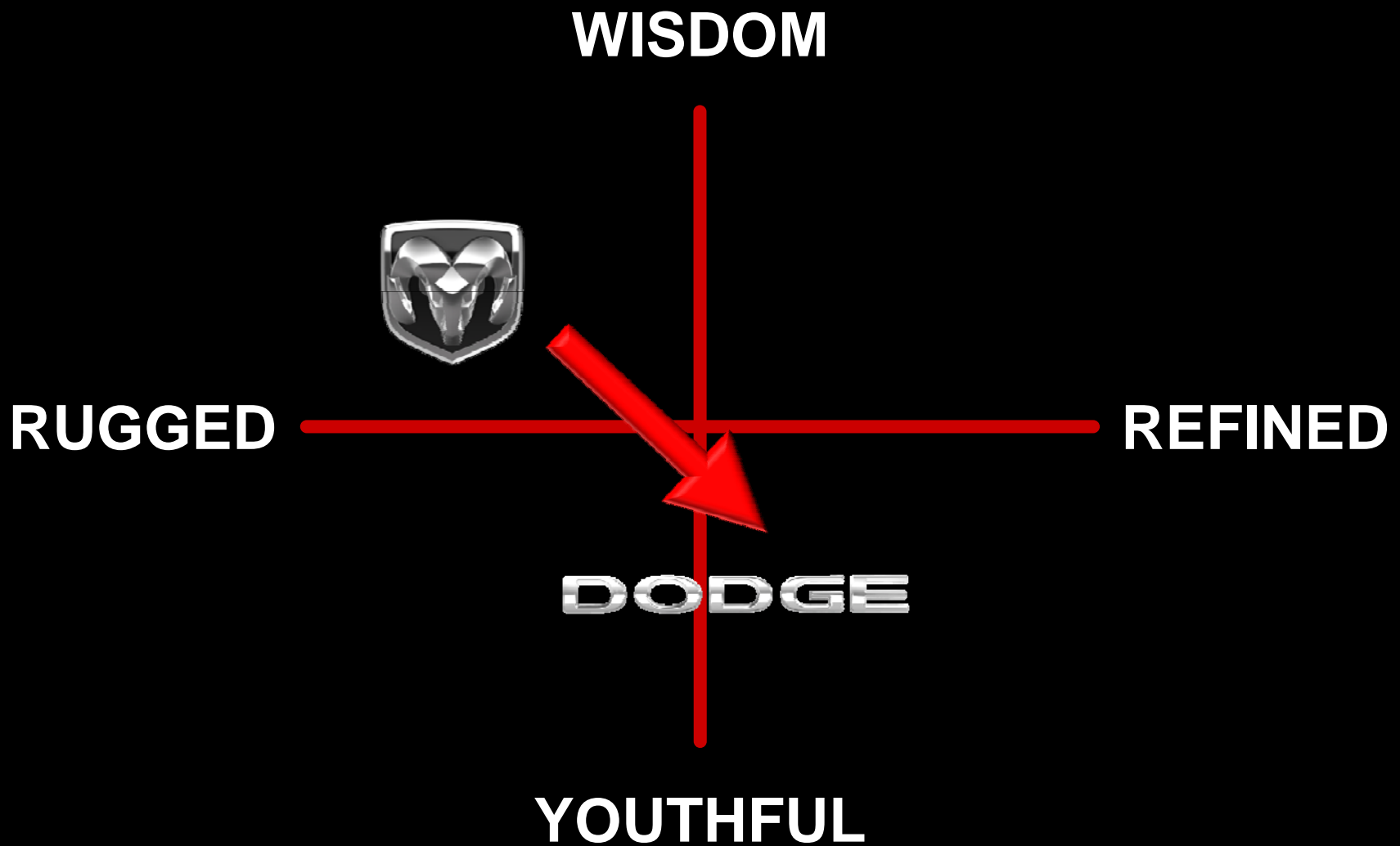
**Ralph Gilles**

**DODGE**



DODGE

# Reposition Dodge Brand Image




**DODGE**



DODGE



DODGE



**All DODGE vehicles will represent lifestyles,  
not age groups or price classes...**

**DODGE**



A close-up, artistic shot of a red Dodge vehicle, focusing on the wheel and the fender. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the car's curves and metallic finish. The background is dark, making the red of the car stand out.

**America has changed – fun is ageless**

**Create cars with a personality and presence**

**DODGE**



**DODGE**





DODGE



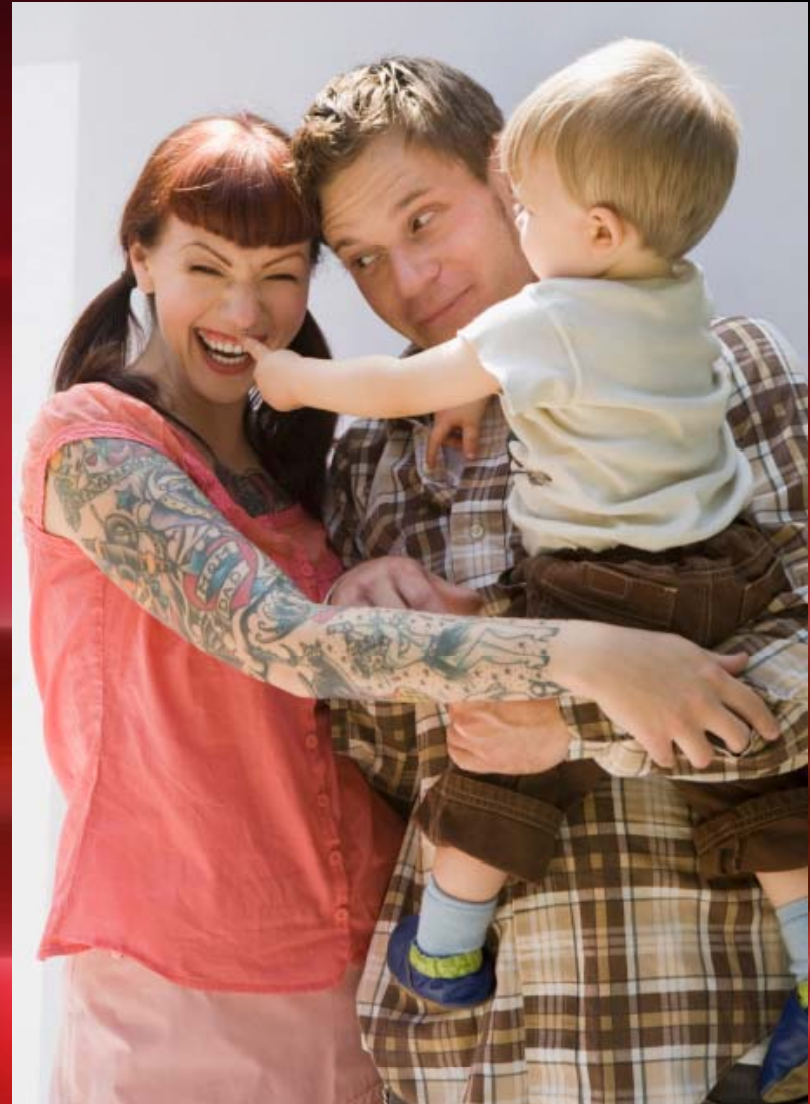


**DODGE**



**DODGE**



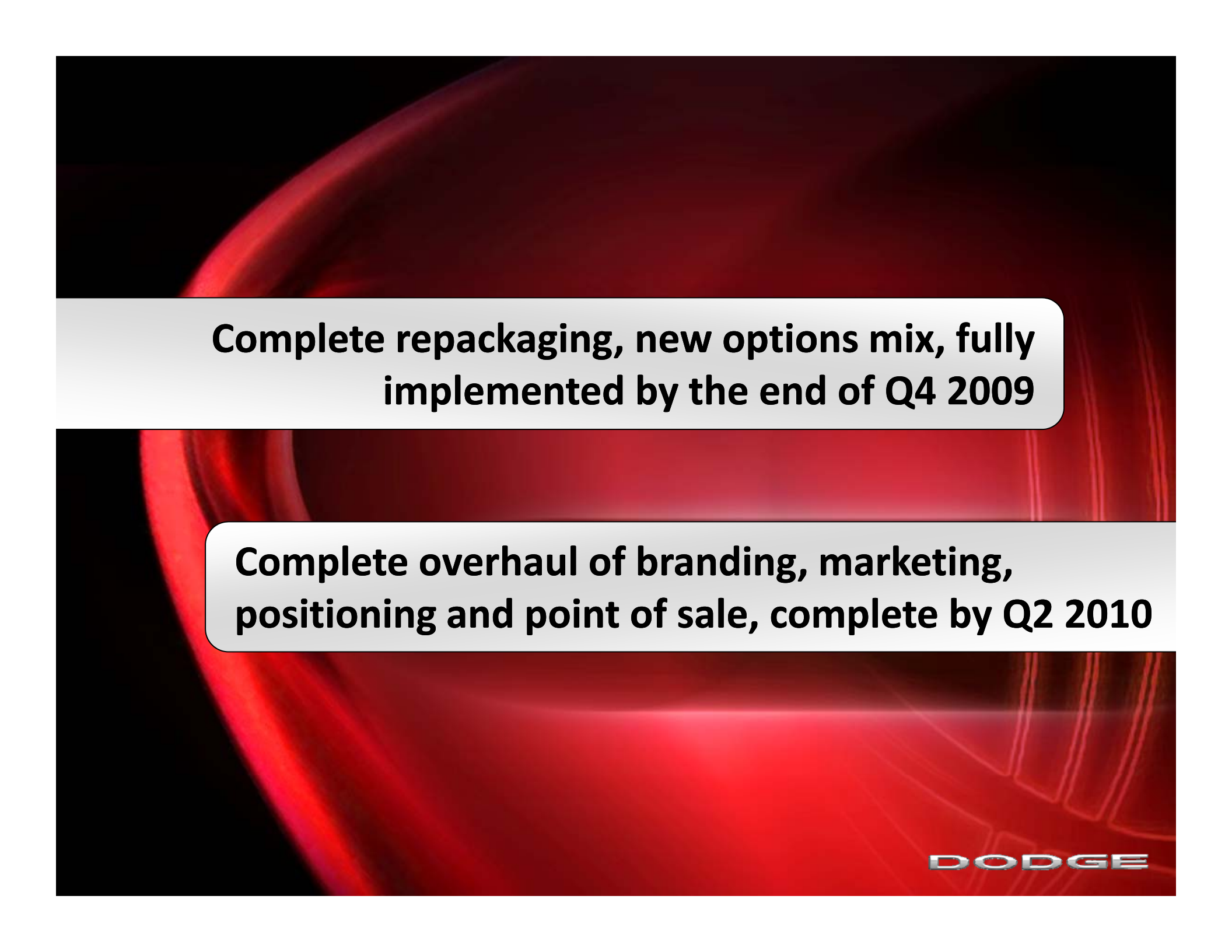


**DODGE**





DODGE

A close-up, artistic photograph of a red Dodge vehicle, focusing on the wheel and the fender area. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the car's curves and metallic finish. The background is dark, making the red of the car stand out.

**Complete repackaging, new options mix, fully implemented by the end of Q4 2009**

**Complete overhaul of branding, marketing, positioning and point of sale, complete by Q2 2010**

**DODGE**



**BASE**

**MID**

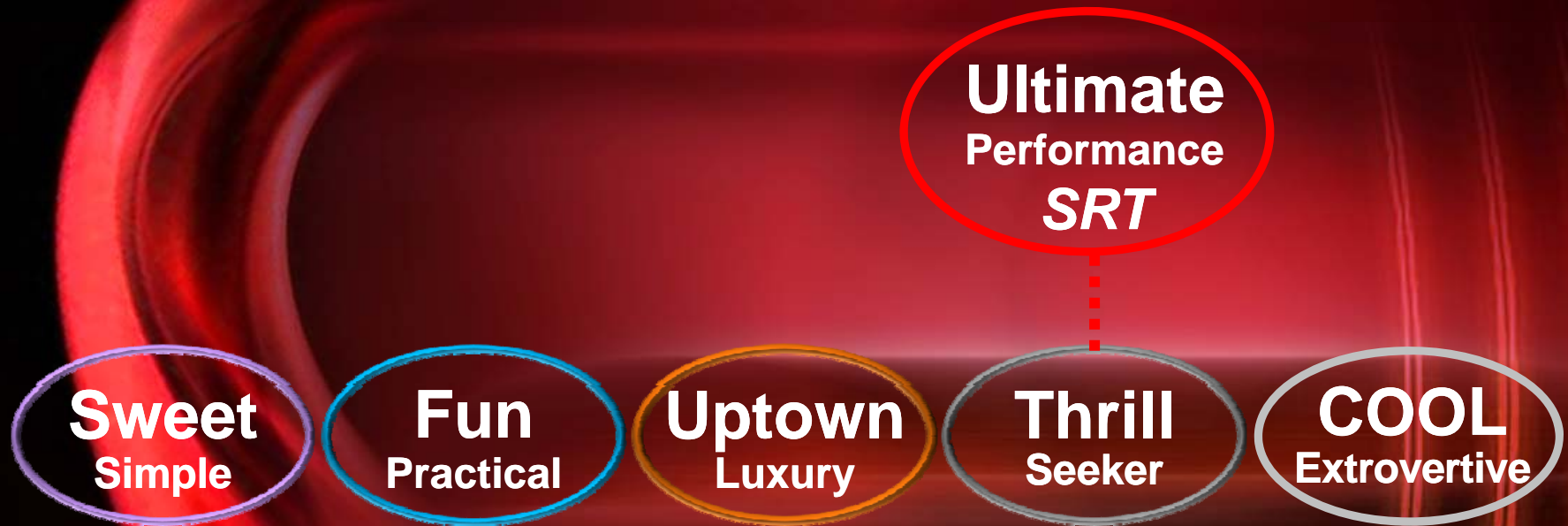
**HIGH**

**SPORT**

**DODGE**



# LIFESTYLE ORIENTED - Never Average



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# REPACKAGING CONCEPT



**DODGE**





DODGE





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# Major Product Intervention – All Models



**DODGE**



**Fix the Fundamentals, customer focused quality**

**Retune our driving experience**

**Technology which will enable efficiency and performance**

**DODGE**

# Product Actions – Q4 2009

## Caliber

All new interior, new colors, wheels, repackaging and repositioning



**DODGE**



**DODGE**





DODGE



**DODGE**

# Product Actions – Q4 2010

- **Avenger**

All new interior, new engine, refreshed exterior, repackaging Improved NVH, comfort, convenience, performance and fuel economy

- **Journey**

All new interior, new engine, refreshed exterior - Improved NVH, comfort, convenience, performance and fuel economy

- **Caravan**

All new interior & exterior face lift, new engine , complete suspension retune - BEST IN CLASS ride & handling, NVH, comfort, features, performance and fuel economy

**DODGE**



# Product Actions – Q4 2010

- **Charger**

All new & dramatically styled, class leading interior, class leading features, lifestyle oriented packaging, new engine, best in class performance and fuel economy

- **Seven Passenger CUV**

All new design, class leading interior, multiple engine choices, character and performance consistent with the new **DODGE...**

**DODGE**

## **Dodge takes on the heart of the market in 2012-2013**

- **All new C segment sedan for the North American market**
- **All new B segment hatch**
- **All new D segment sedan**

**DODGE**

# Future Product Philosophy



**DODGE**

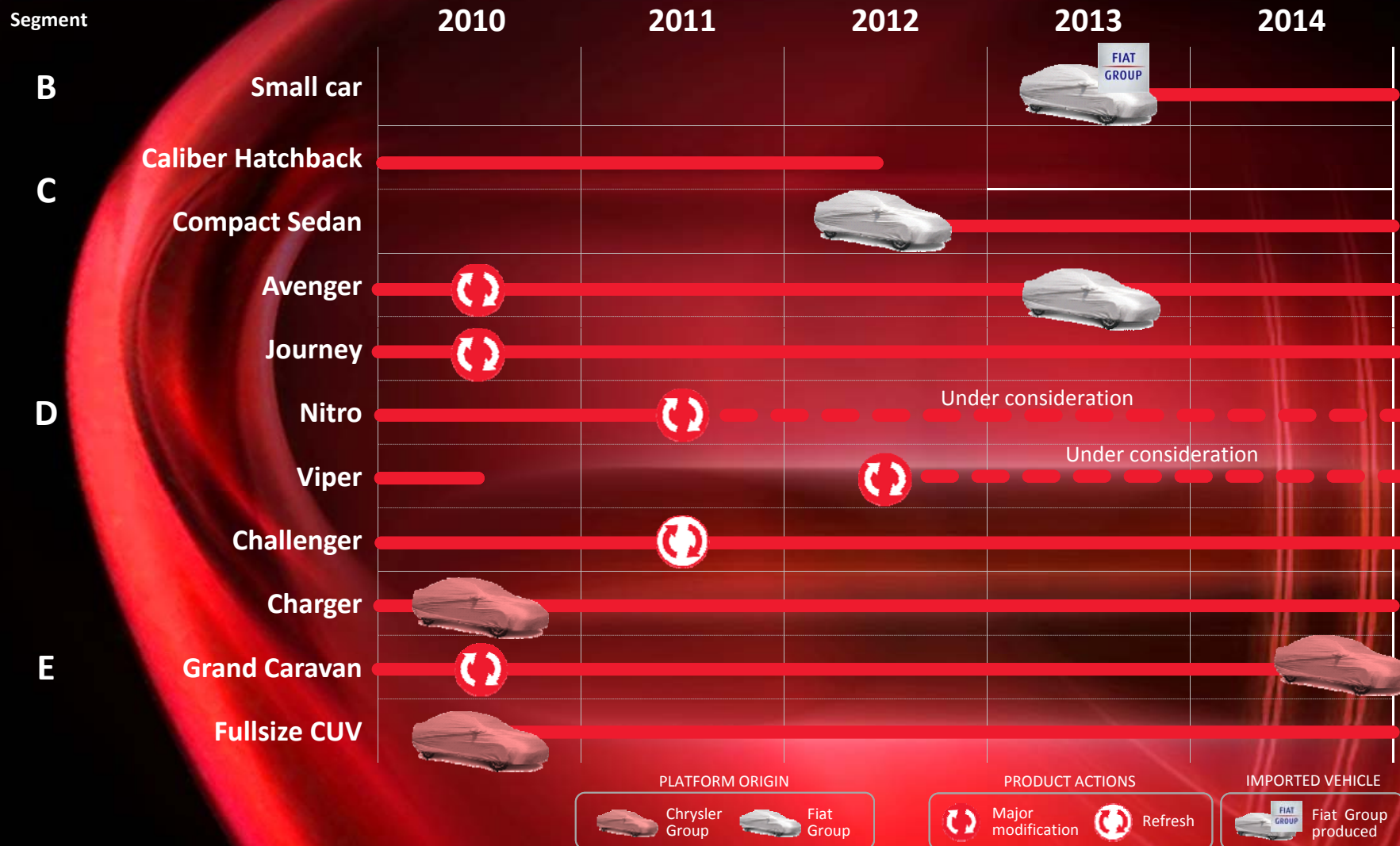




SOUL BY DESIGN...

DODGE

# Dodge brand product plan



**DODGE**

# Dodge and its long history of racing...Continues

- More focused NASCAR effort – one team, PENSKE
- Continue Nationwide series participation
- Complete motorsports program under review
- More focus on Semi Pro & grassroots motorsports

**DODGE**





**DODGE**



**DODGE**





**DODGE**





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