

# 2015MY OVERVIEW



**DODGE** 

# 2015 DODGE GRAND CARAVAN

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**DODGE** 

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# 2015 DODGE GRAND CARAVAN

## WHAT WE OFFER:

- # 1 Selling Minivan  
**For Over 30 Years**
- Most Awarded Minivan Ever
- Proven Powertrain  
**3.6L Pentastar™ VVT V6**  
**(Three time Ward's 10 Best Engines winner)**
- Class-Exclusive  
**Super Stow 'n Go**  
**Super Console**
- Best-in-Class  
**Towing 3,600 lbs**
- **2014 Consumer Digest Best Buy**



**Key Messages**  
*Internal use only*

# 2015 DODGE GRAND CARAVAN

## OPTIONS

### SECURITY GROUP (AJB) - \$595 MSRP

Available from factory as a stand alone option

- **Package Content**
  - Remote Start
  - Security Alarm
- **Model Availability**
  - SXT and Crew



### **New Paint Colour**



Granite Crystal Metallic  
(PAU)

### **Discontinued Paint Colour**



Maximum Steel Metallic  
(PAR)

**Highlights & What's New**  
*Internal use only*



# 2015 DODGE GRAND CARAVAN

## NO CHARGE OPTIONS WITH SE PLUS GROUP (ALY)

### SE Plus Package (ALY)

- 17-inch aluminum wheels
- Deep tint sunscreen glass
- Power 2<sup>nd</sup> Row windows
- Power quarter vented windows
- MSRP - \$1,795



17-inch Aluminum  
(WNF)



When you select SE Plus Group (ALY), add Black Roof rails and Easy Clean Floor Mats at **No Charge**

- Black Roof Rails (MW1)
  - Easy Clean Floor Mats (CL9)
- \$400 Value at No Charge**

NOTE: Black roof rails (MW1) and Easy clean floor mats also available as stand alone options



**Highlights & What's New**  
*Internal use only*

# 2015 DODGE GRAND CARAVAN

***Blacktop built off the Grand Caravan SXT 29G and offering exceptional value at \$1,395 MSRP!***

## **Blacktop exterior content includes:**

- ✓ 17-inch polished wheels with Gloss Black pockets
- ✓ Gloss Black grille
- ✓ Black headlamp bezels
- ✓ Fog lamps

## **Blacktop interior content includes:**

- ✓ Super Console
- ✓ Tri-zone air conditioning
- ✓ All-Black interior with Silver stitching throughout and brushed aluminum accents
- ✓ Unique Black cloth seats with accent stitching (N7X9)
- ✓ Leather-wrapped steering wheel with accent stitching
- ✓ Leather-wrapped shift knob

## **Must-Have Content:**

- ✓ SXT Plus Group (AAY)

## **Available in:**

- ✓ Brilliant Black Crystal Pearl
- ✓ Bright White
- ✓ Redline Pearl
- ✓ Billet Metallic
- ✓ Granite Crystal Metallic



**Highlights & What's New**  
*Internal use only*



# 2015 DODGE GRAND CARAVAN

25%

60%

5%

5%

5%

## SE (29E)

## SXT (29G)

## Crew (29K)

## Crew Plus (29L)

## R/T (29N)

### Select Standard Equip

- 3.6L Pentastar™ VVT V6
- 6-speed automatic
- 2<sup>nd</sup> row bench seat
- 3<sup>rd</sup> row Stow 'n GO
- Steering wheel audio Controls
- Black exterior Accents
- 17-inch wheels

### Adds from CVP

- 2<sup>nd</sup> row Stow 'n Go
- Roof rails
- Floor Mats
- Body colour exterior accents

### Adds from SXT

- Power second row windows
- 17-inch aluminum wheels
- ATC
- Power Driver seat
- Leather-wrapped steering wheel
- Super Console

### Adds from Crew

- Leather-faced seats
- Heated front seats
- Power sliding doors
- Power liftgate
- Uconnect® 430 Multimedia Centre
- ParkView Rear backup camera

### Adds from Crew Plus

- Unique 17-inch aluminum wheels
- Heated rear seats
- Heated steering wheel
- Uconnect hands-free communication
- Body colour grille
- All-black interior

### Order Highlights

N/C Floor Mats and Roof rails with SE Plus Group

### Order Highlights

Security Group - \$595  
SXT Plus Group (AAY) - \$1,500

### Order Highlights

Security Group - \$595

### Order Highlights

- Power folding 3<sup>rd</sup> row seat (JRJ)
- Power Sunroof (GWA)

### Order Highlights

### Order Recommendations

- (Base)
- SE Plus (ALY) + MW1 (Roof racks) + Floor Mats (CL9)

### Order recommendations

- Blacktop (ADX) + SXT Plus Group (AAY)
- SXT Plus Group (AAY) + Climate Group (AAA)
- Security Group

**Add desired mix of DVD (AT4), Climate Group (AAA) & Uconnect (AAJ)**

### Order recommendations

- Electronics Convenience Group (AFC) + Power Convenience Group (AJP)

**Add desired mix of DVD (AT4), Electronics Conv Group (AFC) and Power Convenience Group (AJP)**

### Order Recommendations

- Entertainment Group #5 (AT5) + Driver's Convenience Group (AJV) + Security Group (AJB) + Navigation (RHB)

**Add desired mix of DVD (AT5), Power Sunroof (GWA) and Drivers convenience Group (AJV)**

### Order recommendations

- Driver's Convenience Group (AJV) + Entertainment Group #4 (AT4) + Navigation (RHB)

**Add desired mix of DVD (AT4), and Navigation (RHB)**



**Order Recommendations**  
*Internal use only*

# 2015 DODGE JOURNEY



**DODGE** 



# 2015 DODGE JOURNEY

## WHAT WE OFFER:

- #1 Selling Crossover in Canada
- One of the top selling vehicles in Canada
- Award Winning 3.6L Pentastar™ VVT V6 (available)
  - 2011, 2012 and 2013 Ward's "10 Best Engines" winner
- Best selling versatility offering a choice of:
  - 4- or 6-cylinder Engine
  - 7-Passenger Seating
  - Front- or All-Wheel Drive
- Class-exclusive in-floor storage with removable, washable liners
- Best-in-Class storage system



**Key Messages**  
*Internal use only*



# 2015 DODGE JOURNEY

## CROSSROAD

- New Crossroad Model available in FWD or AWD:

### Exterior Content:

- Gloss Black Grille, black headlamp & taillamp housing, lower sill black/chrome cladding
- 19-inch Hyper Black wheels

### Interior Content:

- Black leather-faced seats / cloth inserts and Light Slate Grey accent stitching (FWD only)
- Black leather-faced seats with Silver accent stitching (AWD only)
- 6-way power driver's seat with 4-way lumbar adjust
- Black leather-wrapped steering wheel and shift knob
- Steering Wheel Bezel & Button Set – Liquid Graphite
- Uconnect® 8.4 multimedia centre
- Air conditioning with tri-zone automatic temperature control
- Passenger assist handles, overhead console, LED lights, sun visors with illuminated vanity



# 2015 DODGE JOURNEY

## NO-CHARGE EQUIPMENT

All models except JCDH49 (22F) come with no charge 7-passenger seating group (AGV)

- 7 passenger seating
- Air conditioning with tri-zone temperature control
- A value of \$1,475 MSRP

Journey Limited, Crossroad FWD & RT

- Continues with: No-charge Uconnect® Hands-free Communication with Bluetooth®



**Highlights & What's New**  
*Internal use only*

# 2015 DODGE JOURNEY

## NEW PAINT COLOURS



**True Blue  
(PCL)**



**Billet Silver  
(PSC)**



## DISCONTINUED PAINT COLOURS



**Copper Pearl  
(PLB)**



**Bright Silver  
(PS2)**



**Highlights & What's New**  
*Internal use only*



# 2015 DODGE JOURNEY

- For 2015, SE Plus through R/T come with No Charge 7-passenger seating group (AGV)
  - \$1,475 value

**No charge 7-passenger seating on SE Plus & above**



15% CVP / 10% SE Plus	27% SXT / 10% Limited	10% Crossroad FWD	5% Crossroad AWD	20% R/T AWD	3% R/T Rallye AWD
JCDH49	JCDP49	JCDR49	JCER49	JCES49	JCEX49

**Order Recommendations**

Uconnect Voice Command with Bluetooth(RSP)	Uconnect Voice Command with Bluetooth(RSP)	Heated Front Seats (JPM)	Navigation and Sound (AS4)	Uconnect Voice Command with Bluetooth(RSP)	Navigation and Sound (AS4)
Floor mats (CLE)	Power 6-way driver's seat (JPS)	Uconnect Voice Command with Bluetooth(RSP)	Power Express Open/Close Sunroof (GWG)	Navigation and Sound (AS4)	Power Express Open/Close Sunroof (GWG)
	6 Premium Speakers w/Sub (RC9)	6 Premium Speakers w/Subwoofer (RC9)	6 Premium Speakers w/Subwoofer (RC9)	Power Express Open/Close Sunroof (GWG)	Black Side Roof Rails (MW1)

Convenience Group (AAC)

**Order Recommendations**  
*Internal use only*



# 2015 DODGE DART

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**DODGE** 

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# 2015 DODGE DART

## WHAT WE OFFER:

- **Mid-size Interior room with award winning interior**
- **Fuel Efficient and Powerful Engines**
  - 2.0L 160 HP Tigershark™
  - 1.4L 160 HP, 184 LB-FT Intercooled turbo with MultiAir®
  - 2.4L 184 HP Tigershark with MultiAir
- **Class-Exclusive**
  - 7-inch customizable in-cluster display centre
  - 8.4-inch touchscreen media centre
- **Class-Leading Safety**
  - Over 55 Safety and Security Features
  - 10 Standard Airbags
  - 2014 IIHS Top Safety Pick
- **Unmistakable Style**
  - Bold Dodge Design
  - Class-Exclusive LED Racetrack Tailamps
  - Class-Exclusive Integrated Dual Exhaust



**Key Messages**  
*Internal use only*

# 2015 DODGE DART

- SXT Model – New Standard 16-inch Tech Silver Aluminum wheel
- Blacktop Appearance Package
  - Unique Black with Ruby Red cloth interior added to offer more choice
  - Pitch Black fog lamp bezels and spear added
- New stand-alone CD player option on SXT, Aero, GT & Limited
- Replace Auto Dim Mirror with prismatic mirror on SE Driver Convenience Group (AJV), Aero and SXT Models
- Push to open fuel door (replaces fuel door release button)
- Delete 2.4L Badge (SXT and Limited)
- New Paint Colours:

Laser Blue\*  
(PBJ)

Passion Red\*  
(PRV)

Vitamin C\*  
(PLC)

*\* Late availability*

*Note: Blue Streak, Header Orange & Maximum Steel Replaced*

**SXT**  
**\*NEW\***



16-inch Aluminum wheel



**Highlights & What's New**  
*Internal use only*





# 2015 DODGE DART

## New Pricing on 8.4-inch Touchscreen Radio (SXT)

- Get the award winning 8.4-inch Uconnect® touchscreen radio for less
  - 8.4-inch Uconnect Touchscreen radio group (AMT) – Priced at \$795 MSRP \$205 less than 14MY
  - Sun/Sound Group (AGS) – Priced at \$1,645 MSRP (must have RSC) \$300 less than 14MY



**Highlights & What's New**  
*Internal use only*

# 2015 DODGE DART

- Dart SE provides exceptional value with starting price of \$15,995 MSRP
- Dart SXT, the velocity model, plays in the heart of the compact segment
- Dart GT is a great value...thousands less than the competitors sport models
- Dart GT is loaded with over \$5,000 in added content above SXT with Rallye Appearance package, for only \$2,250 MSRP – that's over a 50% discount

Equipment	2015 Dodge Dart GT	2014 Chevy Cruze LTZ Turbo with RS Appearance Package*	2014 Hyundai Elantra Limited w/ Tech	2014 Honda Civic Touring	2013 Honda Civic Si	2014 Ford Focus Titanium	2014 Ford Focus ST
MSRP	\$21,995	\$27,720	\$25,649	\$25,200	\$26,250	\$24,999	\$29,999
Horsepower/Torque	184/171	138/148	173/154	143/129	201/170	160/146	252/270
Automatic Transmission	\$1,495	Standard	Standard	CVT	N/A	Standard	N/A
18-inch Wheels	Standard	Standard	N/A	\$1,448	\$1,448	\$400	Standard
Engine Block Heater	Standard	\$100	\$210	\$179	\$179	\$100	Standard
Auto-dimming Rearview Mirror	Standard	Standard	Standard	\$444	\$493	N/A	N/A
Push Button Start/Proximity Entry	Standard	Standard	Standard	Standard	N/A	Standard	Standard
Navigation	\$525	\$795	Standard	Standard	Standard	\$800	\$2,050
Heated Steering Wheel	Standard	N/A	N/A	N/A	N/A	N/A	N/A
Remote Start	w/ Auto Trans	Standard	N/A	\$711	N/A	Standard	N/A
Rear Back-up Camera	Standard	Standard	Standard	Standard	Standard	Standard	N/A
Leather Seats	Standard	Standard	Standard	Standard	N/A	\$1,500 with Luxury Pkg	Standard
Sunroof	\$1,295	\$1,100	Standard	Standard	Standard	with Luxury Pkg	\$1,200
Power Driver Seat	Standard	Standard	Standard	Standard	N/A	with Luxury Pkg	Standard
Rear Park Assist	Available	Available	N/A	N/A	N/A	Standard	N/A
HID Headlamps	Available	N/A	N/A	N/A	N/A	N/A	Standard
Premium Speakers	w/ Sunroof	Standard	N/A	N/A	N/A	Standard	Pkg w/ Nav
MSRP with Options	\$25,310	\$29,715	\$25,859	\$27,982	\$28,371	\$27,799	\$33,249
vs. Dart GT		\$4,405	\$549	\$2,672	\$3,061	\$2,489	\$7,939

Internal Use Only



**Highlights & What's New**  
*Internal use only*

# 2015 DODGE DART

5%

55%

5%

20%

15%

SE

SXT

AERO

GT

Limited

## Select Standard Equipment

- 2.0L Tigershark™ engine
- 6-speed manual
- Cloth seating
- Uconnect® 200 AM/FM/CD/MP3
- Power windows, doors, mirrors
- 10 Airbags
- 4-wheel disc antilock brakes
- Projector headlamps
- Keyless entry with panic alarm
- Tilt/Telescoping steering column

## Select Adds vs. SE

- 2.4L MultiAir® engine
- 16-inch Aluminum wheels
- Handsfree communication with bluetooth®
- Air conditioning
- Cruise control
- LED racetrack taillamps
- Automatic headlamps
- EVIC with trip computer
- Premium cloth seats

## Select Adds vs. SE

- 1.4L MultiAir Turbo engine
- 16-inch Aluminum wheels
- Handsfree communication with bluetooth
- Automatic temperature control with dual zone
- Cruise control
- LED racetrack taillamps
- Automatic headlamps
- Uconnect 8.4-inch touchscreen radio
- ParkView® Rear Back-up Camera
- 7-inch customizable in-cluster display centre

## Select Adds vs. SXT

- Hyper Black crosshair grille with black surround
- 18-inch Hyper Black Aluminum wheels
- Fog lamps
- Nappa leather-faced seats
- Heated front seats & steering wheel
- Uconnect 8.4-inch touchscreen radio
- ParkView Rear Back-up camera
- 7-inch customizable in-cluster display centre
- Keyless Enter 'N Go
- SiriusXM Satellite radio

## Select Adds vs.SXT

- 6-speed Automatic
- Bright crosshair grille with body-colour surround
- 17-inch Aluminum wheels
- Fog lamps
- Nappa leather-faced seats with perforated inserts
- Heated front seats & steering wheel
- Uconnect 8.4-inch touchscreen radio with Navigation
- ParkView Rear Back-up camera
- 7-inch customizable in-cluster display centre
- Keyless Enter 'N Go
- SiriusXM Satellite radio

## Order Recommendations

- Base 25A
- Base 24A

- Rallye Appearance Group (ASC)
- Blacktop Package (ADX)

- Uconnect 8.4N (RB5)

- Sun/Sound Group (AGS)

- Sun/Sound Group (AGS)
- 17-inch polished aluminum wheel (WFL)

- Add desired mix of Driver Convenience Group (AJV) and Compact Spare (TBG)

- Add desired mix of Sun/Sound Group (AGS), 8.4-inch Uconnect Group (AMT); SiriusXM Satellite radio (RSC); Uconnect 8.4N (RB5) and Compact Spare (TBG)

- Add desired mix of Single Disc Remote CD Player

- Add desired mix of Uconnect 8.4N (RB5), Technology Group (ADG) and Compact Spare (TBG)

- Add desired mix of Technology Group (ADG) and Compact Spare (TBG)



**Order Recommendations**  
*Internal use only*

# 2015MY Fuel Economy

## New Test Methods



CHRYSLER GROUP LLC

Fuel economy ratings on the EnerGuide labels for 2015 models have been calculated using a **NEW** Government of Canada test method. This **NEW** test method will apply to all 2015 model year vehicles sold in Canada.

Visit the Government of Canada website, [www.vehicles.nrcan.gc.ca](http://www.vehicles.nrcan.gc.ca), which provides further details on the 2015 model year changes. For reference purposes the website is including both the new 5-cycle and old 2-cycle fuel economy values for 14MY vehicles.

To assist your sales consultants, a text box has been added to the 2015MY monroney labels referencing the new method & the source for more information on the topic.

### 2015MY MONRONEY SAMPLE

#### ATTENTION

Fuel economy ratings on EnerGuide labels for 2015 models have been calculated using a **NEW** Government of Canada test method. This **NEW** test method will apply to all 2015 model year vehicles sold in Canada.

For more information please visit the Government of Canada website: [www.vehicles.nrcan.gc.ca](http://www.vehicles.nrcan.gc.ca)

2014 MODEL YEAR  
**CHEROKEE LIMITED 4X4**

Base Price: \$37,395

TOTAL PRICE: \$41,891

The vehicle was built exclusively for  
JOB #0026

Chrysler Canada Inc.

Attention:

ENERGUIDE

City / Ville: 11.1 25  
Highway / Route: 7.4 38

Monroney / Route: \$2,496



*Internal use only*