

2011 DODGE AVENGER

DODGE

THE 2011 DODGE AVENGER



AGGRESSIVE STYLING, SPIRITED PERFORMANCE AND HANDLING





Segment Landscape:

The Standard Mid-Size Car segment is the 2nd largest car segment in Canada and the 4th largest segment overall.

With its aggressive exterior styling, all new premium interior, significant improvements in ride & handling, and class-leading powertrains, the 2011 Dodge Avenger is well-positioned for a very successful “re-launch” in the Mid-Size Car segment.



PRODUCT OVERVIEW

The 2011 Avenger makes a powerful statement as a sporty, reliable, well-engineered sedan featuring aggressive styling, spirited performance, refined handling, and exceptional value to Canadians. Its innovative technologies and features fit active lifestyles – all at a surprising value!

WHAT DOES THE AVENGER DELIVER?

- ✓ ***The MOST AFFORDABLE, WELL-EQUIPPED vehicle in the segment!***
 - ✓ **All New Powertrains with Best-in-Class V6 Power**
 - ✓ **All New Interior and Refreshed Exterior**
 - ✓ **All New Suspension**
 - ✓ **Remarkable NVH Improvements**
 - ✓ **Refined Ride & Handling Dynamics**
 - ✓ **Unsurpassed V6 Fuel Economy**



KEY MESSAGES

Segment-Leading Value – Canada’s most affordable mid-size car!

Best-In-Class V6 Power and Value - All New 3.6L Pentastar™ VVT V6 Engine delivers Best-in-Class Horsepower of 283 hp (+48 hp vs. the 2010 3.5L V6) and is priced as *the most affordable V6 in the Mid-Size Car segment!*

Unsurpassed V6 Fuel Economy - All New 3.6L Pentastar™ VVT V6 Engine also delivers incredible fuel efficiency of up to 42 MPG (+4 MPG vs. the 2010 3.5L V6)

New 6-speed Transmission for 4-cylinder - New 6-speed available on the 2.4L marks an 11% performance improvement over the 4-speed along with +2 MPG highway fuel economy

All New Interior - Premium interior craftsmanship features Soft-Touch Fabrics and Textures, Ambient Lighting and more

Refreshed Exterior – Signature Dodge Styling is enhanced by an all new Front Grille with split crosshair design, Projector Fog Lamps and all new LED Taillamps

All New Suspension – Redesigned and tuned for smoother ride and handling

Significant NVH improvements - Ensure quiet, comfortable and refined driving

Content Advantage - Most features of any mid-size car



PRODUCT UPGRADE HIGHLIGHTS

QRD/VALUE/PRICE

- Entire vehicle redone to achieve superior Quality, Reliability & Dependability
- Significant content added to each price class
- Soft-touch and sound deadening materials added all throughout cabin
- \$4,000 of added value for 2011 starting at \$19,995 MSRP!

SAFETY

Standard Safety:

- ✓ Side Air Bags (Curtain and Thorax)
- ✓ Security Alarm
- ✓ 4-wheel ABS Disc Brakes
- ✓ Tire Pressure Monitoring

Also Available:

- ✓ Electronic Stability Control with Traction Control

ERGONOMICS

- Seats have been completely re-engineered with new cushion design, added cushion materials and revised spring geometry
- Soft-touch materials on armrests and dash add to comfortable interior
- New larger lit storage bin in addition to LED lit glove box, floor console, cup-holders, door handles, map pockets and foot wells

STYLING / POWER

- Refreshed exterior with new grille, new LED taillamps, and wheels
- New 3.6L 283 hp V6 Engine that provides +48 hp and +4 MPG fuel economy than the outgoing 3.5L V6



EXTERIOR ENHANCEMENTS

- 1 New Front Grille
- 2 New Look Front Fascia Lower
- 3 New Projector Fog Lamps
- 4 New Wheels and Tires



EXTERIOR ENHANCEMENTS

- 1 New LED Tail Lamps
- 2 New Look Rear End and Fascia
- 3 New Dual Chrome Exhaust Tips (with V6)



INTERIOR ENHANCEMENTS

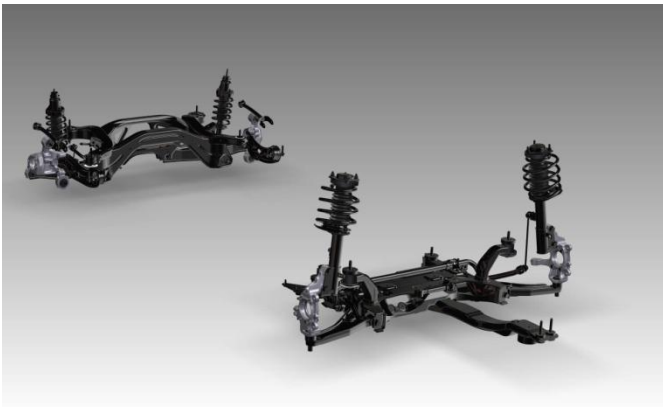
- New Instrument Panel and Cluster Layout
- Super Soft “Protein” Trim on Door Trims and Armrests
- New interior Ambient Lighting including Console and Cupholders
- Accent Stitching on Door Armrests, Center Console and I/P Hood



ENGINEERED FOR SAFETY

- Advanced Multistage Driver/Front-Passenger/Supplemental Side-Curtain Air Bags and Front-Seat Side Air Bags are standard.
- Additional confidence is derived from Avenger's standard ABS brakes and available Electronic Stability Control (ESC). Coupled with more precise steering the 2011 Dodge Avenger is a sure footed, agile, safe vehicle.

ALL NEW SUSPENSION



- Tuned for Ride Comfort
- Excellent Balance with Premium Tires
- Lowered Ride Height
- MacPherson Strut, Front
- Multi-Link Trailing Arm Rear



PERFORMANCE ENHANCEMENTS



- All New 3.6L Pentastar V6 with Variable Valve Timing (VVT) technology
 - Horsepower of 283 hp = Best-in-Class!
 - 0-60 MPH in estimated 6.5 seconds (V6)
 - +48 hp and +4 MPG over previous 3.5L V6
- New 6-speed available on the 2.4L marks an 11% performance improvement over the 4-speed along with +2 MPG highway fuel economy

PERFORMANCE IMPROVEMENTS			
Metric	2010	2011	IMPROVEMENT
2.4 Cylinder	4-speed	6-speed	New 6-speed
Horsepower	173	173	No change
Torque	166	166	No change
Metric	2010	2011	IMPROVEMENT
V6 engine	3.5L w/ 6-speed	3.6L w/ 6-speed	Larger displacement
Horsepower	235	283	• + 48 HP
Torque	232	260	• +12% Increase
0-60 mph (seconds)	7.7	6.5	• +16% Increase over 2010 V6



FUEL ECONOMY IMPROVEMENTS

- Unsurpassed V6 fuel economy at 42 MPG Highway
- Improved V6 fuel efficiency (+4 MPG over previous 3.5L V6)
- New 6-speed available on the 2.4L marks an 11% performance improvement over the 4-speed along with +2 MPG highway fuel economy

2011MY FUEL ECONOMY		
2011 Avenger	City L/100 km (MPG)	Highway L/100 km (MPG)
2.4L 4 cyl. w/ 4-speed	9.9 (29)	6.7 (42)
2.4L 4 cyl. w/ 6-speed	10.5 (27)	6.4 (44)
3.6L V6 w/ 6-speed	11.0 (26)	6.8 (42)



CANADA VALUE PACKAGE (SE)



- **Canada Value Package (SE)** – Very well equipped and priced at the lowest MSRP in the segment! 6-speed Automatic Transmission available for \$695 MSRP. Add 17-inch Aluminum Wheels together with the 6-speed automatic for only another \$300!

SXT / SXT PLUS



- **SXT** – Attractive and visual upgrades including 18-inch Aluminum Wheels, Rear Spoiler, Power Driver's Seat, Leather Steering Wheel with Audio Controls, Fog Lamps and more. First availability of 3.6L VVT V6.
- **SXT Plus*** – Similar to R/T in 2010 MY. Adds (over SXT) 3.6L VVT V6, 6-speed Automatic Transmission, Heated Leather Seats and more.

*Late availability

2011 LINEUP – \$MSRP



25%

CVP (SE) - \$19,995

Select Standard Equipment:

2.4L I4 with 173 hp
 4-speed Automatic
 All new Interior w/ Soft-Touch Surfaces
 All new Suspension
 All new Ambient LED Lighting
 New 17-inch Wheels & Covers
 Premium Cloth Seats
 Tilt/Telescoping Steering
 Remote Keyless Entry & Security Alarm
 Side Air Bags (Curtain & Thorax)
 AM/FM/CD with 4 Speakers
 4-wheel Disc ABS
 Power Windows/Locks/Mirrors (heated)
 Leather Wrapped Shift Knob
 A/C

6 ATX Optional

\$1,000 added content along with \$3,000 YoY price reduction equals \$4,000 added value for 2011!

- Order 24Y (price leader)
- Order 29Y (6 ATX) + WFJ (17-inch Wheels) for a \$395 discount!



55%

SXT - \$23,995

Std. Equip. over CVP:

18-inch Aluminum Wheels
 8-Way Power Driver's Seat
 Fog Lamps
 Rear Spoiler
 Electronic Stability Control
 EVIC/Trip Computer
 6 Speakers
 Automatic Temperature Control
 Leather Steering Wheel with Audio Controls
 SIRIUS Satellite Radio
 TPM Display

V6 with 6 ATX
 Optional

\$1,650 added content along with \$800 YoY price reduction equals \$2,450 added value for 2011!

- Order 27U (3.6L VVT V6 with 6 ATX)
- Order "Sun & Sound" Group – Power Sunroof (GWG) + Touch Screen Media Centre (RBZ or RHB) for a \$455 discount!



20%

SXT Plus - \$27,495

Std. Equip. over SXT:

3.6L Pentastar VVT V6 with 283 hp
 6-speed Automatic
 Dual Exhaust with Bright Tips
 Leather Seats with heat
 Autostick
 U-Connect with Bluetooth
 Express Up/Down Front Windows
 Remote Start
 Universal Garage Door Opener
 Automatic Headlamps

Similar to 2010 R/T with \$1,300 of added content value for 2011!

- Order "Sun & Sound" Group – Power Sunroof (GWG) + Touch Screen Media Centre (RBZ or RHB) for a \$455 discount!



UNBEATABLE VALUE

Most Affordable Mid-Size Car in Canada!

Entry Level

\$19,995
Avenger SE

\$21,279
Fusion S 2.5L

\$24,379
Sonata GL

\$24,420
Malibu LS

\$25,310
Camry LE

\$25,990
Accord LX



	Avenger SE	Ford Fusion	Hyundai Sonata	Chevrolet Malibu	Toyota Camry	Honda Accord
MSRP w/ Automatic	\$19,995	\$21,279	\$24,379	\$24,420	\$25,310	\$25,990
		(\$1,284)	(\$4,384)	(\$4,425)	(\$5,315)	(\$5,995)
Air / Power Equipment	STD	STD	STD	STD	STD	STD
Automatic	STD	\$1,200	\$1,600	STD	STD	\$1,200
17" Wheels	STD	N/A	N/A	STD	N/A	N/A
LED Exterior Lights	STD	N/A	N/A	N/A	N/A	N/A
Power Heated Mirrors	STD	N/A	STD	N/A	STD	STD
Active Head Restraints	STD	N/A	STD	N/A	N/A	STD
Steering Wheel Audio Control	STD	N/A	STD	\$325	STD	STD
Engine Block Heater	STD	\$80	\$130	\$100	\$240	N/A



UNBEATABLE PERFORMANCE

Most Affordable and Powerful V6 in Segment!

Entry Level V6



**MSRP - \$25,895
Avenger SXT V6**



**MSRP - \$26,799
Fusion SE 3.0 V6**



**MSRP - \$29,020
Camry LE V6**



**MSRP - \$30,830
Malibu LT Platinum**



**MSRP - \$31,190
Accord EX V6**

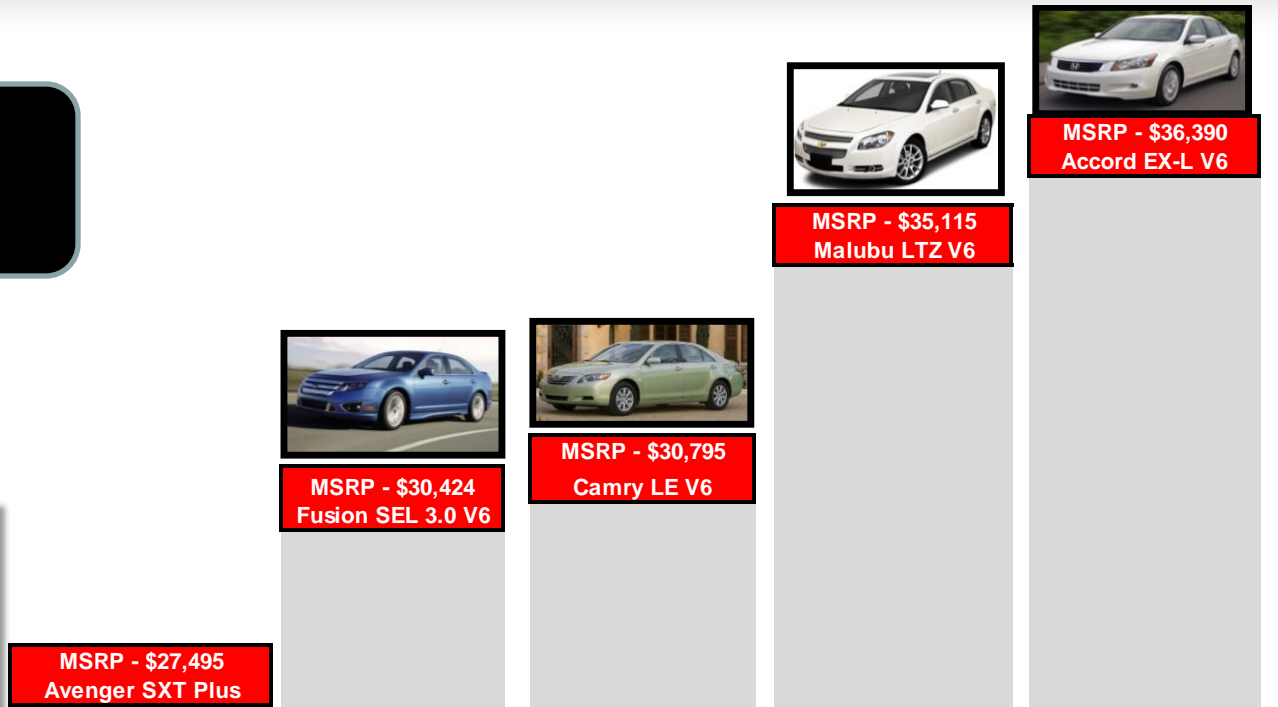
	2011 Avenger SXT	2011 Ford Fusion	2011 Toyota Camry	2011 Chevrolet Malibu	2010 Honda Accord
Entry Level V6	\$25,895	\$26,799 (\$904)	\$29,020 (\$3,125)	\$30,830 (\$4,935)	\$31,190 (\$5,295)
Engine	3.6L V6	3.0L V6	3.5L V6	3.6L V6	3.5L V6
Max Power	283 hp	240 hp	268 hp	252 hp	271 hp
Max Fuel Economy	42 MPG	36 MPG	40 MPG	36 MPG	42 MPG
Heated Front Seats	STD	N/A	\$1,775	STD	N/A
17" Aluminum Wheels	STD	STD	N/A	STD	STD
Remote Start	STD	\$300	N/A	STD	\$703
Automatic Temperature Control	STD	N/A	N/A	N/A	STD
Active Head Restraints	STD	N/A	N/A	N/A	STD



UNBEATABLE LUXURY

**Most Affordable
Leather (V6) in
Segment!**

Entry Level V6/Leather



	2011 Avenger SXT Plus*	2011 Ford Fusion	2011 Toyota Camry	2011 Chevrolet Malibu	2010 Honda Accord
Entry Level V6 w/ Leather Model	\$27,495	\$30,424	\$30,795	\$35,115	\$36,390
* SXT Plus - Late Availability		(\$2,929)	(\$3,300)	(\$7,620)	(\$8,895)

Key Standard Features					
Engine	3.6L V6	3.0L V6	3.5L V6	3.6L V6	3.5L V6
Max Power	283 hp	240 hp	268 hp	252 hp	271 hp
Max Fuel Economy	42 MPG	36 MPG	40 MPG	36 MPG	42 MPG

Active Head Restraints	STD	N/A	N/A	N/A	STD
18" Aluminum Wheels	STD	\$775	N/A	STD	N/A
Remote Start	STD	\$300	N/A	STD	\$703
Satellite Radio	STD	STD	STD	STD	STD
Uconnect w/ Bluetooth	STD	STD	STD	STD	N/A



DETAILED PRODUCT PLAN - YoY, Walks, Mix, Pricing

2010 Avenger

2011 Avenger

R/T	3.5L 235 HP V6 6 ATX (38 MPG)
\$27,295	18-inch Aluminum wheels
7%	Leather/heated bucket seats
	Dual exhaust with bright tips
	Autostick
	Sport suspension
	Power heated mirrors

SXT Plus*	
\$27,495	
20%	
	(Late Availability)

3.6L 283 HP V6 6 ATX (42 MPG)
Leather/heated bucket seats
Dual exhaust with bright tips
Autostick
Touring Suspension
Auto headlamps
Universal garage door opener
Remote start

Similar to 2010 R/T with \$1,300 of added content value for 2011!

SXT	2.4L 173 HP 4 ATX (43 MPG)
\$24,795	17-inch Aluminum wheels
39%	Air Conditioning
	Fog lamps
	8-way power driver's seat
	Leather wrapped steering wheel w/audio controls
	AM/FM 6-disc radio

SXT	
\$23,995	
55%	

2.4L 173hp 4 ATX (43 MPG) or OPT 3.6L 283hp V6 6 ATX (42 MPG)
18-inch Aluminum wheels
Automatic Temp Control
Power heated mirrors
Heated front seats
Satellite radio
ESC w/traction control
Spoiler
Fog lamps
8-way power driver's seat
Leather wrapped steering wheel w/audio controls

\$1,650 added content along with \$800 YoY price reduction equals \$2,450 added value for 2011!

SE	2.4L 173 HP 4 ATX (43 MPG)
\$22,995	16-inch Wheels & Covers
54%	Stain repel seats
	Sport steering wheel
	Urethane shift knob
	Body colour grille
	120 amp alternator
	AM/FM/CD/MP3 radio
	ABS
	Power mirrors/doors/windows
	Speed Control
	Security Alarm
	Fold flat passenger seat
	I/P with Chill Zone

SE/CVP	
\$19,995	
25%	

2.4L 173 HP 4 ATX (43 MPG) or optional 6 ATX (42 MPG)
17-inch Wheels & Covers
Premium cloth seats
Steering Wheel w/Audio Controls
Leather wrapped shift knob
Bright-black grille
140 amp alternator
AM/FM/CD/MP3 radio
ABS
Power mirrors/doors/windows
Speed Control
Security Alarm
Fold flat passenger seat (optional)
Delete: Fold Flat Front Passenger Seat & Chill Zone IP

\$1,000 added content along with \$3,000 YoY price reduction equals \$4,000 added value for 2011!

