



“How do you like your new Dodge Sprinter?” When someone asks you a question like this at a building supply store, work site or at the gas station, you are in an excellent position to influence a potential customer. Make the most of this opportunity by remembering these Why Buys — the key reasons to buy a Dodge Sprinter. And, since satisfied customers are your best advertisement, it’s a good idea to share these Why Buys with your Dodge Sprinter customers as well.

## KEY REASONS TO BUY DODGE SPRINTER PASSENGER VAN, CARGO VAN AND CHASSIS CAB

**INCREDIBLE ARRAY OF BEST-IN-CLASS FEATURES** — The 2008 Dodge Sprinter lineup offers business owners an incredible array of best-in-class features:

- Best-in-class\* available payload up to 5,570 lb (Cargo Van)
- Best-in-class\* available cargo capacity of up to 600 cu ft
- Best-in-class\* interior compartment accessibility of any full-size van
- Best-in-class\* side door opening area — Available 51.2-inch-wide driver-side sliding door (Cargo Van)
- Best-in-class\* rear door opening area — Dual full-height rear doors open 270 degrees and special magnets keep doors secure and flush against the side of the van 61.6" wide (excludes Mega Roof models)
- Best-in-class\* load floor height — The lowest of any full-size van as low as 27.2" (2500 models)
- Best-in-class\* side step-in height — The lowest of any full-size van as low as 19.9" (2500 models)
- Best-in-class\* standard interior standing height (with Mega Roof, an available interior height of up to 7 feet)
- **OUTSTANDING SAFETY AND SECURITY FEATURES** — Adaptive Electronic Stability Program (ESP)<sup>†</sup> is standard on Dodge Sprinter. This advanced safety and security system features Load Adaptive Control along with Electronic Roll Mitigation to monitor the vehicle’s center-of-gravity and help to keep the driver in control. Four-wheel disc ABS, Acceleration Skid Control, Electronic Brake-Force Distribution, and Brake Assist are also included with Adaptive ESP. The host of available features include supplemental side-curtain air bags, supplemental front seat-mounted side air bags,<sup>‡</sup> ParkSense<sup>®§</sup> Front and Rear Park Assist System, reverse camera system, High Intensity Discharge (HID) Bi-Xenon headlamps, High-Pressure Headlamp Washing and automatically adjusting headlamps (depending on load) just to name a few
- **EXCELLENT VERSATILITY** — Dodge Sprinter is offered with three different Gross Vehicle Weight Rating capacities, including an available 11,030-lb GVWR for 3500 Cargo Vans and Chassis Cabs. Passenger Van models offer the choice of 7-, 9-, 10- and 12-passenger configurations. Cargo Van and Chassis Cab models offer an available double-bench front-passenger seat with a foldout work surface. The Cargo Van also makes available five different partition configurations
- **RESPONSIVE POWER AND PERFORMANCE** — The standard 3.0L CRD V6 Turbo Diesel engine produces 154 horsepower (@ 3,400 rpm) and 280 lb-ft of torque (@ 1,200-2,400 rpm). Its power and economy are enhanced by being matched with the standard five-speed automatic transmission featuring AutoStick.<sup>®</sup> For 2500 models, an available 3.5-liter V6 gasoline engine offers 254 hp (@ 5,900 rpm) and 250 lb-ft of torque (@ 2,500-5,000). Both these engines provide business owners the capability and economy they’re looking for in a commercial vehicle

\* Based on *Automotive News* classification.

<sup>†</sup> No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESP warning lamp in the speedometer flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing conditions. Always drive carefully, consistent with conditions. Always wear your seat belt.

<sup>‡</sup> Always use seat belts. Dodge Sprinter Cargo Van and Chassis Cab vans are equipped only with front seats and should not be used to carry children 12 and under. In Dodge Sprinter Passenger Van, children 12 and under should always be in a backseat correctly using an infant or child restraint system, or the seat belt positioned correctly for the child’s age and size.

<sup>§</sup> Always check entire surroundings before backing up.