Full-size ability. Compact agility.
The new mid-size Dodge Dakota.

Quick but not too small. Powerful but not too big. The new mid-sized Dodge Dakota is a lean new breed of American pickup. And it's bred to take its full-sized competition head on.

Full-Sized V-6 Power:
Available 3.9L V-6.

Dakota hauls like a full-sized pickup. Because under the hood beats the heart of a full-sized pickup. An available 3.9L V-6 with 5,500 pounds of towing capacity, when properly equipped. More pull than some full-sized Fords and Chevys.

Full-Sized Payloads:
1,250 to 2,550 lbs.

When it comes to shouldering a heavy load, Dakota is a real workhorse. With almost as much standard payload as some full-sized Ford and Chevy pickups. And you can handle up to 2,550 pounds maximum available payload without losing a step. Choose our longbed model and you can even take on a 4x8 sheet of plywood with the tailgate closed.

Full-Sized Seating:
Three Across.

Dakota rides big. So comfortable, it feels almost as roomy as its ungainly competitors. With a wide open territory on the inside. An honest three across seating.

Almost a Thousand
Less Than a Full-Size.

$7,529

BASE LIST PRICE.

For all its full-sized traits, Dakota weighs in at a truly mid-sized price. But even equipped with an optional V-6 and eight-foot bed, Dakota is still list priced hundreds less than the cheapest full-sized Ford and Chevy.

So, if you don't have to, why pay more? The new mid-sized Dodge Dakota. It's America's new thoroughbred.

Dodge
DIVISION OF CHRYSLER MOTORS

THE BEST BUILT, BEST BACKED AMERICAN TRUCKS
ARE RAM TOUGH*