



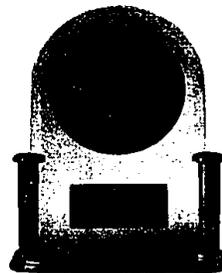
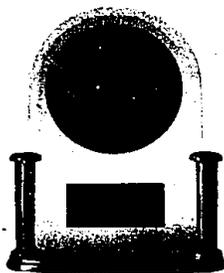
Dodge Ram



Dodge Stratus

# Innovation.

# Ovation.



*Take a look at Dodge Stratus, with its roomy, cab-forward design, sophisticated overhead cam engine, and race car-inspired, fully independent modified double-wishbone suspension.*

*Take a look at the rule-changing Dodge Ram, with a choice of powerful Magnum® engines, the roomiest regular and club cabs, and the most available payload and towing of any full-size pickup.*

*Then take a look at the latest APEAL study by J.D. Power and Associates.\* Because it's based on the opinions of the most knowledgeable automotive experts of all...consumers.*

*And when they evaluated their vehicles in the areas that matter most, from engine performance to ride and handling to ergonomics, Dodge Stratus tied for "Most Appealing Entry Mid-Size Car" and Dodge Ram was ranked the "Most Appealing Full-Size Pickup" for the second year in a row.*

*Which just helps re-confirm a belief we've held at Dodge for some time now:*

*If you build vehicles that respond to people, you'll get a pretty good response yourself.*

*For still more information, call 1-800-4-A-DODGE or visit our Web site at <http://www.4adodge.com>*

 **The New Dodge**

\*J.D. Power and Associates 1996 Automotive Performance, Execution, and Layout Study™, based on 25,492 consumer responses.