

Power shift.

Dodge Motorsports  Different.

Countdown to Daytona.



Dodge enters the NASCAR® Winston Cup Series in February 2001.

That's when Intrepid R/T gets to play for checkers at the Daytona 500. Joining the NASCAR Winston Cup Series gives everyone at Dodge — and racing fans everywhere — something to cheer about. If results from our other current motorsports ventures are good indicators, then we'll be a success in this league, too. But since you'd expect us to take a different approach to NASCAR Winston Cup Series racing, we've arranged for Dodge dealers to be full partners with the factory as Intrepid R/T goes racing. Like so many other Dodge accomplishments, this relationship is an industry first.



Intrepid R/T is roaring, willing, and able. Yet there's quite a transition ahead for the car that's designed and equipped for satisfying performance on the street. The high banks of speedways and twisting turns of racing circuits will demand the extraction of characteristics Intrepid keeps in reserve. Good thing Dodge enlisted Ray Evernham, the crew chief who led his team to NASCAR



Winston Cup Series championships in 1995, 1996, and 1998. Evernham — the first team owner named in Dodge's return to this series —

leads the design and development process that will prepare Intrepid R/T for the track. That means coaxing out around 750 horsepower and refining the aerodynamics

so that the car is stable in drafts at 200 mph.

Evernham is helping to revive Dodge's presence in stock car racing, but Dodge's heritage is older than even the 42-year-old

Evernham himself. It was

50 years ago when Dodge first competed in a NASCAR race,

at Canfield, Ohio. The first of

160 triumphs came in 1953, when Lee

Petty careened to victory at West Palm Beach,

Florida, in a year when he claimed the series title for

Dodge. The likes of Buck Baker, David Pearson, Bobby Isaac

and Richard Petty also drove Dodge stock cars to NASCAR Winston

Cup Series titles. Dodge chose to leave the series in 1977. But as the

popularity of this colorful sport grew during the 1990s, it became

evident it was time for Dodge to return. That means competing on

20 different tracks around the country. Among them are fabled venues:

Darlington, so narrow that cars brushing the retaining wall are said

to wear the "Darlington stripe"; Daytona, so steeply banked that the

driver turns left at 200 mph without lifting his right foot; and tiny Bristol,

that bowl of thrills, the most steeply banked of all, at 36 degrees in the

turns. And returning to NASCAR Winston Cup Series racing also means

reaching television audiences that rival those of professional

football — not only in size but also in passion.

When Intrepid R/T goes roaring about with the best

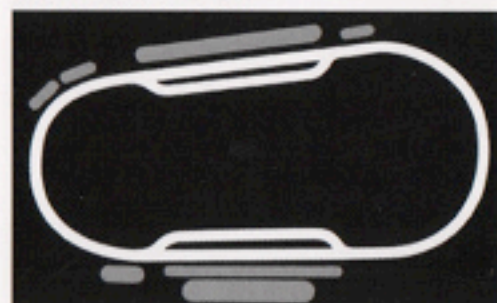
in the NASCAR Winston Cup Series, those who've

been sitting on their hands all these years will have

plenty to roar about.



Daytona International Speedway
2.5-mile tri-oval



Darlington Raceway
1.366-mile oval



Bristol Motor Speedway
.533-mile oval

Countdown to Daytona.



Dodge enters the NASCAR® Winston Cup Series in February 2001.

That's when Intrepid R/T gets to play for checkers at the Daytona 500. Joining the NASCAR Winston Cup Series gives everyone at Dodge — and racing fans everywhere — something to cheer about. If results from our other current motorsports ventures are good indicators, then we'll be a success in this league, too. But since you'd expect us to take a Different approach to NASCAR Winston Cup Series racing, we've arranged for Dodge dealers to be full partners with the factory as Intrepid R/T goes racing. Like so many other Dodge accomplishments, this relationship is an industry first.



Neon Charity Challenge.

Big-hearted. When the all-new 2000 Neon was introduced, it took a notable stance as a more substantial and refined car. But its spirited, fun-loving side that has made Neon a favorite of enthusiasts still comes out in the Neon Charity Challenge. This support series — a vital part of Dodge Motorsports — raises funds for local charities throughout North America. And it gives generous laymen drivers some real competition experience on major tracks in a major car.

Barber Dodge Pro Series.

Repeat, no fenders. Jeff Simmons repeated as Barber Dodge Pro Series champion in 1999, earning a \$300,000 career enhancement award and wide notice in the open-wheel racing community. The Barber Dodge single-seater is powered by an engine based on the Intrepid's 3.2-liter DOHC V6, but producing 265 horsepower at 6,300 rpm. Which is another way of saying Dodge compellingly motivates young drivers to develop skills they will take along to other major racing series.



NASCAR Craftsman Truck Series.®

Homework pays off. In 1999, the word "strong" kept coming up to describe Ram Pickups competing in the NASCAR Craftsman Truck Series. With significantly fewer Dodge entries when compared to the competition, Ram nevertheless captured the pole position for nine of 25 races, and there were four race victories. At season's end, three Ram drivers ranked among the top 10 in series points. The consensus was that Dodge had really done its homework when developing Ram Pickup for the track.



Viper Le Mans Series.

Unremedied snakebites. The American Le Mans Series was new in 1999, but Viper GTS-R was up to its old tricks, learned overseas, of winning the GTS class in each of six races. While North American audiences were getting used to seeing Viper master the serpentine turns of the racetrack, European spectators witnessed a familiar sight: Viper GTS-R captured the first six positions in class at the 24 Hours of Le Mans, and routinely discarded its GTS-class competitors in other FIA-sanctioned endurance races.



DODGE
MOTORSPORTS



2000

DODGE
MOTORSPORTS



Schedules

NASCAR® Craftsman Truck Series

- Feb. 18 Daytona International Speedway, Daytona Beach, Florida
- Feb. 26 Homestead-Miami Speedway, Homestead, Florida
- March 18 Phoenix International Raceway, Phoenix, Arizona
- March 25 Mesa Marin Raceway, Bakersfield, California
- April 8 Martinsville Speedway, Martinsville, Virginia
- April 22 Portland International Raceway, Portland, Oregon
- May 7 Gateway International Raceway, St. Louis, Missouri
- May 13 Memphis Motorsports Park, Memphis, Tennessee
- May 21 Pikes Peak International Raceway, Colorado Springs, Colorado
- June 3 Evergreen Speedway, Monroe, Washington
- June 9 Texas Motor Speedway, Fort Worth, Texas
- June 17 Kentucky Speedway, Lexington, Kentucky
- June 24 Watkins Glen International, Watkins Glen, New York
- July 1 The Milwaukee Mile, Milwaukee, Wisconsin
- July 8 New Hampshire International Speedway, Loudon, New Hampshire
- July 15 Nazareth Speedway, Nazareth, Pennsylvania
- July 22 Michigan Speedway, Brooklyn, Michigan
- Aug. 3 Indianapolis Raceway Park, Indianapolis, Indiana
- Aug. 12 Nashville Speedway USA, Nashville, Tennessee
- Aug. 27 Chicago Motor Speedway, Chicago, Illinois
- Sept. 7 Richmond International Raceway, Richmond, Virginia
- Sept. 22 Dover Downs International Speedway, Dover, Delaware
- Oct. 13 Texas Motor Speedway, Fort Worth, Texas
- Oct. 28 California Speedway, Fontana, California

Neon Charity Challenge

- May 26-29 Dodge Dealers Grand Prix, Lime Rock Park, Lakeville, Connecticut
- June 16-18 Tenneco Automotive Grand Prix of Detroit, Detroit, Michigan
- Aug. 18-20 Road America 220, Elkhart Lake, Wisconsin

American Le Mans Series

- March 18 Sebring International Raceway, Sebring, Florida
- April 1 Lowe's Motor Speedway, Concord, North Carolina
- May 7 To be announced (Europe)
- July 9 To be announced (Europe)
- July 23 Sears Point Raceway, Sonoma, California
- Aug. 6 Mosport Park, Bowmanville, Ontario
- Sept. 2 Texas Motor Speedway, Fort Worth, Texas
- Sept. 10 Portland International Raceway, Portland, Oregon
- Sept. 30 Petit Le Mans at Road Atlanta, Braselton, Georgia
- Oct. 15 Laguna Seca Raceway, Monterey, California
- Oct. 29 Las Vegas Motor Speedway, Las Vegas, Nevada
- Dec. 31 Adelaide, Australia

Barber Dodge Pro Series

- March 18 Sebring International Raceway, Sebring, Florida
- March 26 Homestead-Miami Speedway, Homestead, Florida
- April 9 Nazareth Speedway, Nazareth, Pennsylvania
- May 29 Lime Rock Park, Lakeville, Connecticut
- June 18 The Raceway on Belle Isle, Detroit, Michigan
- July 2 Cleveland-Burke Lakefront Airport, Cleveland, Ohio
- July 16 Toronto, Ontario
- Aug. 13 Mid-Ohio Sports Car Course, Lexington, Ohio
- Aug. 20 Road America, Elkhart Lake, Wisconsin
- Sept. 3 Concord Pacific Place Circuit, Vancouver, British Columbia
- Sept. 10 Laguna Seca Raceway, Monterey, California
- Sept. 30 Road Atlanta, Braselton, Georgia

Schedules are tentative and subject to change.
Additional events to be announced.

Dodge  Different.