



You can get for a premium lifestyle.

The new Dodge Dakota offers a choice of Magnum engines, a duty standard four-cylinder or powerful V-6 or a 310-horsepower V-8—the only V-8 in the class. Now that's a lot of power.

It's full of surprises.



new from Dodge
and right
new Dodge
control from a truck
covering your
spirit of a sports sedan.



The New Dodge Dakota
It's full of surprises.



You can opt for a premium Infinity® stereo system with cassette and CD player in the new Dodge Dakota. Eight speakers in six locations kick out some real concert-quality sound.



We gave the new Dodge Dakota quick-ratio, variable-assist power steering, for speedy response and a solid feel.



The new Dodge Dakota offers a choice of Magnum® engines: a gutsy standard four cylinder, a powerful V-6, or a 230-horsepower V-8—the only V-8 in the class. Now that's a lot of juice.



The large, well-illuminated speedometer and available tachometer dials are real easy-to-read. Plus, the instruments are controlled by a microprocessor, for optimum accuracy.



High-strength steel door beams give you the feeling of being in a real secure place.



We call it cargo. You call it stuff. Whatever you call it, there's more room for it in the new Dodge Dakota than in any other truck in its class.



Once again, Dodge opens new doors for Dakota owners. This time, with available remote keyless entry.



Its new frame has terrific torsional rigidity. The upshot: The all-new Dakota has the strength you demand from a truck, and the cornering predictability you might expect of a sports sedan.



We designed the buttons and switches in the new Dodge Dakota to push your buttons, so to speak. It's those little touches, after all, that make driving more enjoyable.



There are all kinds of nifty compartments and storage bins... for all kinds of toys.



A wide stance does more than just make the new Dakota look athletic. It increases stability.



The all-new Dodge Dakota has the longest wheelbase in its class, which makes for a smooth ride. Yet its turning circle is up to 5-1/2 feet smaller than before.



There are up to five cupholders in all. Hey, you never know when some thirsty friends are going to need a ride.



The new Dakota is the first truck in its class with standard dual airbags. No surprise there. A dedication to safety is something you've come to expect from Dodge.*



We code many of the new Dakota's plastic parts for the day they can be recycled. Because, like you, we think the world of the environment.



The all-new Dakota is the roomiest truck in its class. There's even a forward-facing rear seat in Dakota Club Cab, with enough hip room to seat three across. Your passengers will be beside themselves with comfort.



The new Dakota's tires are larger, giving you a better grip on the road. And they're tuned to an independent front suspension. So you can really slice through the corners.



We started with an open mind. And proved how surprisingly responsive, roomy, capable and comfortable a truck can be.



The bed can be turned into a shelf, so you don't have to take everything out just to get to that one thing on the bottom. It's a convenience on top of a convenience.



Among the conveniences offered on the new Dakota are map pockets that are smoothly integrated into the door panels. Now, you won't get lost. Unless you want to.



Everywhere you look in the new Dodge Dakota, there's another happy little surprise. Check out the bins under the Club Cab rear seat, for example.

DAKOTA

We stand behind the name Dakota, with our Customer One Care™ 3-year or 36,000-mile bumper-to-bumper warranty and 3/36 Roadside Assistance.†



The all-new Dakota can take you almost anywhere. And its precise handling, cavernous interior and numerous comforts make getting there just as enjoyable as being there.



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



You get all the towing and payload capability you've come to expect from a truck that wears the name Dodge.

Power



- Dakota offers a standard I-4, a V-6, and the only V-8 in the class.
- Dakota has more available horsepower.
- Dakota has more available torque.
- Dakota has more standard horsepower.
- Dakota has more standard torque.

Ride & Handling

- Dakota has a longer wheelbase, which makes for a smooth ride.
- Dakota's turning circle is smaller than Ranger's and S-10's short wheelbase and Club Cab 2WD models.
- Dakota has a wider track, which enhances stability.

Dodge Dakota

5.2L V-8
H.P. 230 @ 4400 rpm
Torque 300 @ 3200 rpm
2.5L I-4
H.P. 120 @ 5200 rpm
Torque 145 @ 3250 rpm

(SWB/Club Cab)
112.0"/130.9"
36.0"/41.2"

Front/Rear
2WD 60.5"/61.5"
4WD 60.8"/61.5"

Ford Ranger

4.0L V-6
H.P. 160 @ 4200 rpm
Torque 220 @ 3000 rpm
2.3L I-4
H.P. 112 @ 4800 rpm
Torque 135 @ 2400 rpm

(SWB/Club Cab)
107.9"/125.4"
36.5"/41.6"

Front/Rear
2WD 56.6"/57.3"
4WD 58.3"/57.3"

Chevrolet S-10

4.3L V-6
H.P. 190 @ 4400 rpm
Torque 250 @ 2800 rpm
2.2L I-4
H.P. 118 @ 5200 rpm
Torque 130 @ 3200 rpm

(SWB/Club Cab)
108.3"/122.9"
36.9"/41.3"

Front/Rear
2WD 55.0"/54.6"
4WD 57.2"/55.1"

Comfort & Convenience



- Dakota has a roomier interior.
- Club Cab
- Regular Cab
- Dakota is the only one to offer a 40/20/40 split bench seat with mini business console.

Safety Features

- Dakota is the only one with standard dual airbags.*
- Dakota is the only one to offer a self-dimming rear view mirror.
- Dakota offers bigger exterior mirrors, for a larger field of vision.

Dodge Dakota

84.7 cu. ft.
56.4 cu. ft.
40/20/40 split bench

Standard dual airbags

Available

50.0 sq. in.

Ford Ranger

66.3 cu. ft.
52.5 cu. ft.
Not available

Optional dual airbags

Not available

31.5 sq. in.

Chevrolet S-10

65.3 cu. ft.
55.6 cu. ft.
Not available

Driver's airbag only

Not available

41.0 sq. in.

Towing & Payload

- Dakota has 800 lbs. more available towing.
- Dakota has over 900 lbs. more available payload.
- Dakota has a larger bed.
- Dakota long bed holds 4'x8' building materials with the tailgate closed.



Dodge Dakota

6800 lbs.
2600 lbs.
Short Bed
Length: 77.9"
Width: 57.8"
Depth: 17.5"
Volume: 46.5 cu. ft.

Long Bed
Length: 96.4"
Width: 57.8"
Depth: 17.5"
Volume: 56.4 cu. ft.

Ford Ranger

6000 lbs.
1650 lbs.
Short Bed
Length: 71.8"
Width: 54.4"
Depth: 16.5"
Volume: 37.4 cu. ft.

Long Bed
Length: 83.8"
Width: 54.4"
Depth: 16.5"
Volume: 43.5 cu. ft.

Chevrolet S-10

6000 lbs.
1502 lbs.
Short Bed
Length: 72.8"
Width: 54.9"
Depth: 17.1"
Volume: 39.4 cu. ft.

Long Bed
Length: 88.8"
Width: 54.9"
Depth: 17.1"
Volume: 48.1 cu. ft.

*Always wear your seat belt for a fully effective airbag. Rearward-facing child seats cannot be used in standard cab models. Comparisons vs. Ford Ranger and Chevy S-10. Information based on data available at time of printing. †See limited warranty & restrictions at dealer. Excludes normal maintenance and wear items.

Paper contains ten percent recycled material.



Club Cab Sport 4x4

Sport 4x2

The New Dodge Dakota

