



MATCHSTICK

Dear Program Participant,

You are one of only 50 influential women in the Phoenix area who have been selected to receive a six day loan of the All-New 2008 Dodge Grand Caravan. Between now and next Tuesday evening we hope that you will make the most of your experience driving the 2008 Dodge Grand Caravan and take advantage of all of its exceptional features. Take your friends and family out for a spin. **Or better yet, give them a chance to drive it themselves\*!**

The All-New 2008 Dodge Grand Caravan boasts more than 35 new and improved features such as:

1. Swivel-n-Go™ Seating\*\* that turns 180° backwards creating a communal area
2. Dual rear fold down DVD players & SIRIUS Backseat TV™\*\*\* (live streaming video from Nickelodeon™, Disney Channel and Cartoon Network™ 24/7)
3. One-Touch Power 3<sup>rd</sup> row bench seat
4. 2<sup>nd</sup> row power windows with integrated sunshades
5. ParkSense® Rear Park Assist System\*\*\*\*, ParkView® Rear Back-Up Camera\*\*\*\*, MyGIG Multimedia Infotainment System with 20GB media hard drive for music and photographs
6. Remote start

The All-New 2008 Dodge Grand Caravan is a like a living room on wheels! For more information, please visit [www.dodge.com/grandcaravan](http://www.dodge.com/grandcaravan)

Your six day loan period begins today and will end next Tuesday. In preparation for the end of your loan period, we ask that you will please return the vehicle in the condition in which you received it, including a full tank of gas.

One week following your loan period, we will follow up with you to ensure that your loan period went smoothly and to ask for your valuable feedback about your loan experience. A few weeks later, we will email you a short survey where you can provide us with further feedback regarding your experience with the vehicle, your opinions, and how you were able to expose the vehicle to your friends and family.

As a participant of this exclusive opportunity, you may have already received online web tools via email to help you spread the word about your loan period. If you have not already, please use these tools to help notify your family and friends about your week long loan of the 2008 Dodge Grand Caravan. This will encourage them to ask you for a test drive and experience it for themselves! In addition you are also encouraged to post digital photos and video to any online community you participate in e.g., blogs, forums, Facebook, MySpace.

We hope you enjoy your experience! If you have any questions or concerns during or after your loan please feel free to contact me.

Sincerely,

*Cameron*

Cameron Steed  
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\*Under the terms of the waiver you have signed, you may not loan the Dodge Caravan to friends and family members who are under the age of 21.

\*\*Seat must always be locked in forward- or rear-facing mode while vehicle is in motion. Tabletop must be installed in base at all times when in use. When not using table, both top and base must be properly stowed. Always use seat belts.

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\*\*\*\*Always check entire surroundings before backing up.