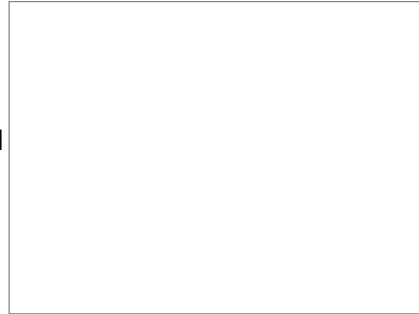


## Dodge Power Wagon



"Our objective was to create more of a 'Sharper Image' truck than an everyday work truck," said Trevor Creed, Vice President, Advanced Design and Exterior Jeep/Truck, Interior Design, Color & Trim. "With this concept, we're asking, 'Is there room in the truck market for appeal to new customers who desire all their extras and still want the traditional capability of a truck to pull their boat and haul stuff?'"

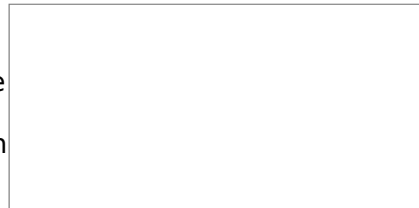
"We drew on the Dodge heritage and classic proportions of the original Power Wagon, but our concept is entirely modern and high-tech in its execution," Creed explained. "For example, this expressive design, with its contrasting finishes of brushed aluminum, European ash wood and raw steel, gives it a mechanical, tailored look, as well as an honest simplicity."



With a 7.2-liter, direct injection I-6 turbocharged diesel engine that generates 780 pound-feet of torque in an over-the-road configuration, this truck earns the "power" designation in its name. To compare, the industry's most powerful full-size truck, a production Dodge Ram with an 8.0-liter V-10 gas engine, yields 450 pound-feet of torque.

Standing well above the original Power Wagon, the silver-bodied concept's 35-inch tires help place the vehicle's overall height at 77 inches, or three inches taller than today's four-wheel-drive Ram.

Built off the Ram chassis, the Power Wagon's cab is similar in size to the Dakota Club Cab to portray the classic proportions of the original truck. Like the Ram Quad Cab, the Power Wagon concept features rear-hinged half doors to provide easy access to the rear storage area. Instead of extra seating, designers chose to offer expanded storage space with drawers built into the back of the cab. A power-actuated tailgate eases loading and unloading.



A full Power Wagon feature can be found in the February 1999

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