



Dodge Races to the Internet with New Motorsports Site

Dodge launches its new Motorsports site to coincide with the upcoming NASCAR® Winston Cup, Craftsman® Truck and Weekly Racing Series seasons.

([PRWEB](#)) March 3, 2002 -- SAN FRANCISCO, February 28, 2002 -- The Chrysler Group's Dodge Brand is revving up the World Wide Web with a newly launched Motorsports Web site. The site, www.dodge.com/motorsports, is designed and developed by Organic, Inc. and welcomes the 2002 NASCAR season with new graphics and site experiences, additional content and improved functionality.

Dodge Motorsports' new site features new content to support Dodge's quest for driver and manufacturer's titles in both the Winston Cup and Craftsman Truck Series. New content includes a Fan Zone with wallpapers and games, a news ticker on the home page, "Trading Paint" -- a new opinion-based editorial appearing every week, and race and track information from each track in the Winston Cup circuit.

The Dodge Motorsports site provides the best behind-the-scenes content on all the Dodge teams. No other site on the web has this exclusive content on the Dodge teams -- because no one else has the same access to the Dodge's racing teams.

Additional site features include:

- Interviews with drivers and team members such as Bill Elliott, Sterling Marlin and Ward Burton;
- Archived transcripts of online chats with, among others, John Andretti, Ray Evernham and Casey Atwood;
- Virtual garage tours of Petty Enterprises, Chip Ganassi Racing and Bill Davis Racing, and the Bill Elliott #9 and Jeremy Mayfield #19 Dodge Dealers Intrepid R/Trace vehicle interiors;
- Exclusive photography from behind-the-scenes at the track, up-close with drivers and inside their garages;
- Interactive pit crew pages;
- Retrospective of last year's NASCAR events;
- Links to the latest Dodge Motorsports news;
- Integration of the Dodge Speedway game allowing users to take a few laps in a race-prepared or production Intrepid R/T or 2002 Ram 1500 Quad Cab; and
- A behind-the-scenes look at a week in the life of a NASCAR Intrepid in "7 Days to Victory."

-more-

ORGANIC

Dodge Motorsports

2-2-2

With regular Motorsports news updates, www.dodge.com/motorsports is designed to keep motorsports fans returning weekly through the end of November when the Winston Cup season concludes.

ABOUT ORGANIC, INC.



Organic, Inc., is a technology-enabled marketing partner to Global 1000 companies in the automotive, financial services, retail and consumer products and entertainment, media and communications sectors that has performed award-winning work for Chrysler Group, Washington Mutual and Target Corp. Other industry leading clients include Domino's Pizza, British Telecommunications plc, General Electric Financial Assurance Holdings, Inc. and Playstation.com (America), Inc. In the Internet professional services industry, Organic (www.organic.com) has a history as an innovator. Having developed a number of Web sites that were the first in category, Organic also created Yahoo!'s user interface and logo, and contributed to the development of Apache, the leading Web serving application. Founded in 1993, Organic is headquartered in San Francisco with offices in the U. S., Canada and Europe. ORGANIC is a service mark or registered trademark of Organic, Inc. or its subsidiaries in the United States and in other countries. Other trademarks and service marks referenced are marks of their respective owners.



Contact Information

Jj Charmant

Gentry Communications

<http://www.dodge.com/motorsports>

415 332 2081

Online Web 2.0 Version

You can read the online version of this press release [here](#).