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Chrysler Brand Replacing Entire Model Lineup in '11

November 14, 2010, Auburn Hills, Mich. - The Chrysler Brand is experiencing a rejuvenation, and product is at the heart of it, replacing its full lineup with either all-new or significantly improved vehicles in just the next few months. As a sign of that change, the recently introduced all-new Chrysler winged badge logo will rightfully adorn all this new metal as it rolls out to the public.

The Brand itself is further defining itself, as well.

"What Chrysler Brand will be, and what will make it unique, is that it will give people beautiful shapes, which would otherwise be out of reach. It will always deliver a bit more than the customer expects," said Olivier Francois, Chrysler Brand President & CEO. "At every turn, Chrysler Brand and its vehicles will deliver what people deserve, not just what they expect. It will take appointments - design, technology, and engines, to name a few - that were borne for a few and deliver them to the masses."

Vehicles like the all-new, next generation 2011 Chrysler 300.

The iconic flagship, which has been the most awarded vehicle in automobile industry history, will debut its much anticipated, all-new model later this year.

Expect more of the head-turning styling, acclaimed driving dynamics and an even more befitting interior when this vehicle comes to market.

Then there's the Chrysler 200.

With so much change intended for the upcoming 2011 Chrysler 200 sedan, the Company was driven to bestow a new nameplate on the car, as it deserves its own space and identity in the mid-size sedan segment. The Chrysler 200 will provide drivers a beautifully inspired sedan that doesn't compromise safety or practicality, while offering an extraordinary level of standard content, all at a surprising value.

Including elements from the 200C show car revealed in recent years on the auto show circuit, this vehicle will now compete head-to-head with the best of the mid-size segment, be it in looks, motoring excitement, refinement… what have you. A convertible version, one that is a true four-seat sedan, will follow.

The new Chrysler 200 sedan offers consumers exceptional craftsmanship inside and out, a refined and spirited driving experience, innovative technology, an abundance of standard safety features and an extraordinary level of standard content.

Virtually every system in the sedan is new or upgraded for 2011, giving the Chrysler 200 its own identity and space in the highly competitive mid-size sedan segment. Exterior and sheet metal upgrades include: front and rear fascias and fenders, a new grille featuring the new Chrysler brand winged badge, new hood, LED positioning light pipe in front headlamps, rear deck lid and exterior mirrors, new projector headlamps and fog lamps, new LED taillamps and an LED center high-mounted stoplight.

With the all-new interior for 2011, customers will step into a level of craftsmanship, content and comfort that is world-class. The all-new instrument panel, bezels, gauge face and new Chrysler steering wheel transform the driver's seat into an elegant atmosphere. Upgraded seats with a new design that incorporates more cushion material and revised spring geometry, as well as new leather and cloth seating materials, envelop the driver and passenger.

The new 2011 Chrysler 200 provides drivers an agile, confident, handling performance in all driving situations,

whether it's commuting to work, a weekend adventure on twisty roads or going out with family and friends. Virtually every part of the suspension has been retuned or redesigned for 2011. A new and improved powertrain lineup also contributes to the new 200 sedan's driving experience. The 2011 Chrysler 200 is offered with the proven 2.4-liter World Gas Engine or the available new 3.6-liter Pentastar V-6 engine which provides an even more exhilarating driving experience that offers customers the best of both worlds - best-in-class V-6 horsepower and exceptional fuel economy. The new 3.6-liter Pentastar V-6 engine produces 283 horsepower and 260 lb.-ft. of torque, and is mated to the 62TE six-speed transmission.

The 200 sedan is an exciting alternative for customers that want style and substance, all at a surprising value.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) is:

- Chrysler 200 LX: $19,995 (including $750 destination)
- Chrysler 200 Touring: $21,995 (including $750 destination)
- Chrysler 200 Limited: $24,495 (including $750 destination)

Access the full 2011 Chrysler 200 press kit at http://www.media.chrysler.com/newsrelease.do?id=10293&mid=257

Finally, though far from least, is the Chrysler Town & Country.

First, Chrysler created a segment (luxury) in the hotly contested minivan arena, after having introduced the first minivans U.S. consumers had ever seen some 25 years ago.

Next, it refused to rest on its laurels, and upped the ante once again. All the senses will be aroused by the 2011 Chrysler Town & Country minivan.

It is a beautifully inspired vehicle built with a craftsmanship, elegance and sophistication not found in other minivans. Additionally, the Town & Country provides the safety, security and driving dynamics consumers expect, with the innovative technology that keeps Walter P. Chrysler's legacy of engineering innovations alive and well.

Town & Country remains true to the Chrysler Brand credo, including being attainable to all, rather than merely a select few.

The new 2011 Chrysler Town & Country minivan delivers great American design, innovative technology, unparalleled functionality and all the standard safety features a family aspires to have in a vehicle, at a surprising value.

For 2011, virtually every customer touch point was redesigned or re-engineered. From a suspension redesign that delivers an exhilarating driving performance, to a new powertrain with best-in-class horsepower and excellent fuel economy, to the new, exquisitely-crafted interior cabin with clever features a family appreciates, to the beautifully sleek new exterior design, thoughtful innovation was engineered in every aspect of the new Town & Country.

Chrysler Group continues its industry-leading innovation in the minivan segment with minivan-first features for 2011 including a heated steering wheel, new Stow 'n Place™ roof rack system that allows roof bows to be stored in the rails when not in use, a new, integrated, super center console for first- and second-row passengers, and new fuel economizer mode that changes the transmission shift schedule, helping the driver maximize fuel efficiency

With exquisite styling, a beautifully crafted interior, more than 40 standard safety and technology features, smart, cutting-edge entertainment features and clever seating and storage options, the new Chrysler Town & Country delivers on the Chrysler promise to provide every owner a vehicle that satisfies their dreams.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) is:

- Chrysler Town & Country Touring: $30,995 (including $835 destination)
- Chrysler Town & Country Touring L: $32,995 (including $835 destination)
- Chrysler Town & Country Limited: $39,495 (including $835 destination)

Access the full 2011 Chrysler Town & Country press kit at
http://www.media.chrysler.com/newsrelease.do?id=10302&mid=257

Change is coming at Chrysler Brand. The countdown has begun.

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