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## **New Products and Import and Luxury Trade-ins Helping Fuel Growth of Chrysler Brand's Image and Market Share**

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- Chrysler brand sales up 16 percent, poised to shatter half-million mark
- All-new models drawing import and luxury buyers to the brand
- The premium is in the product – not the price
- New lineup of 2005 Chrysler Pacifica models begins production at Windsor, Ont. Assembly

Spurred by the successful launch of six new models over the last two years, the Chrysler brand has seen dramatic increases in sales, market share and brand image in 2004. Coming hot on the heels of last year's introduction of the Chrysler Pacifica and Chrysler Crossfire Coupe, the recently introduced models – including the Chrysler 300, Chrysler PT Cruiser Convertible, Chrysler Town & Country and Chrysler Crossfire Roadster -- have all contributed to a 16 percent increase in year-over-year sales through July, while attracting owners of import and luxury vehicles to the Chrysler brand.

The award-winning Chrysler 300 continued its strong sales momentum in July with 12,593 units sold, the third consecutive month of sales in excess of 12,000. Through July, 22 percent of all Chrysler 300 sales this year have come from buyers trading-in import models. In year-to-date sales, the Chrysler Crossfire has outsold all of its import and luxury competitors, including the Audi TT, BMW Z4, Cadillac XLR, Lexus SC430 and the Porsche car brand. In fact, 18 percent of Chrysler Crossfire sales this year have come from buyers trading-in import models. The Chrysler Crossfire Coupe and Roadster represent the Chrysler brand's first modern-day entry into the two-seat sports car segment.

In addition, Chrysler passenger car sales – which includes the Chrysler 300, Chrysler Crossfire, Chrysler PT Cruiser Convertible and Chrysler Sebring – were up more than 120 percent last month versus July 2003 sales.

"Chrysler is definitely back – we have more traffic, more consideration and more sales, all driven by these great new models," said Jeff Bell, Vice President, Chrysler and Jeep. "Our objective is to grow Chrysler's market share and brand image through elegant designs, inspired engineering and exceptional value.

"This year, as we've introduced the Stow 'n Go seating and storage system on the Chrysler Town & Country, Multi-displacement System in the Chrysler 300 and real seating for four adults with useable pass-through cargo space on the Chrysler PT Cruiser Convertible, we continue to provide innovative, competitively priced products that offer exceptional value in their segments. The premium for the Chrysler brand is in the product, not the price."

### **Rapid-fire Product Offensive Continues**

Chrysler continues its wave of successful sports tourers with a new lineup of 2005 Chrysler Pacifica models. The new models, which started production recently at Windsor (Ont.) Assembly, include an entry level Chrysler Pacifica priced less than \$25,000, a well-equipped Pacifica Touring model and a top-of-the-line Pacifica Limited model, which includes a monochromatic exterior and 19-inch wheels and tires. The Chrysler Pacifica received the U.S. government's highest crash test rating of five stars for both front- and side-impact when equipped with optional side-curtain air bags.

Also launching this summer is the Chrysler Crossfire SRT-6 Coupe and Roadster, the first Chrysler-branded SRT vehicles. The Crossfire SRT-6 Coupe and Roadster offer maximum performance (330 horsepower engine, 0 – 60 mph in five seconds) with sophisticated, refined performance technology.

Other Chrysler-branded models continue to post solid gains in the marketplace. The Chrysler Sebring Convertible

remains the best-selling convertible in the United States, which, when considered along with the all new 2005 Chrysler PT Cruiser Convertible and the Crossfire Roadster, makes Chrysler America's convertible brand. Chrysler PT Cruiser sales continue to be strong, with over 71,000 units sold this year, and the Chrysler Sebring sedan, which has earned the U.S. government's highest frontal crash test rating, has posted a seven percent increase in sales.

"Many of our new models, including Chrysler 300 and Chrysler Town & Country, offer significantly better value in terms of content and price than the vehicles they replace," said Bell. "American consumers want exciting products with innovative engineering, which is what the Chrysler brand is now offering. That's what is driving our growth. We're satisfying unmet needs in the marketplace, which is why we feel the American consumer wants Chrysler to succeed."

Over the last decade, Chrysler brand sales have spiked a remarkable 109 percent, from 221,990 in 1993 to more than 463,000 units in 2003. No other American automotive brand has grown by that amount during the same full 10-year period.

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