

Contact: Kristin Starnes

Kathy Graham

The All-new 2007 Chrysler Sebring – Chrysler Builds on Winning Formula, Creating Inspiration for the Mid-size Sedan Segment

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Chrysler is creating inspiration in the common car, introducing the 2007 Chrysler Sebring. An all-new mid-size sedan, Chrysler Sebring builds on the winning formula begun with the award-winning Chrysler 300 in the large car segment, and more recently, the all-new 2007 Dodge Caliber in the compact car segment. This formula combines stunning design with interior craftsmanship, high-levels of safety and reliability, exhilarating performance and excellent fuel efficiency, all at a surprisingly affordable price. Sebring also features many class-leading technologies not available in the mid-size segment.

“The all-new 2007 Chrysler Sebring sustains the momentum started by the blockbuster hit Chrysler 300 and continued with the Dodge Caliber,” said George Murphy, Senior Vice President – Global Marketing, Chrysler Group. “Just as the 300 redefined the large-car segment and signaled the return of the great American car and Caliber provided a new slant on the extremely competitive compact car segment, Chrysler Sebring combines the levels of reliability and durability that mid-size buyers demand with unexpected levels of style, craftsmanship, technology and affordable performance.”

In addition to Sebring's upscale design and elegant use of materials, this all-new sedan brings new levels of function and technology to the mid-size car segment. The 2007 Chrysler Sebring features a cutting-edge Harmon/Kardon information, entertainment and safety navigation audio system that raises the bar on in-vehicle communications. This best-in-class next-generation navigation radio features a 6.5-inch Thin Film Transistor (TFT) Display with a touch-screen panel that can support 65,000 colors, providing a three-dimensional appearance to graphics and animation capability, as well as multiple font sizes and styles. The system follows voice-activated commands, and includes many new features for music, sound, movies and personalized picture displays, including:

- A 20 gigabyte hard disc drive that includes Music Juke Box for organizing music and pictures to the hard drive
- Universal Serial Bus (USB) provides both MP3 connectivity and downloading of WMA, MP3 and JPEG files onto the hard drive
- GraceNotes database installed on the hard disk drive, which provides song identification, including title, composer, artist and title
- Playlist creation capability to provide easy access to files
- Voice memo recording, which allows a message up to three-minutes long to be recorded using the microphone integrated into the rearview mirror
- Radio screen, which can display movies when Sebring is stopped
- SIRIUS Satellite Radio, which provides customers with 100 channels of the best music, entertainment and information coast-to-coast, commercial free, 24 hours a day
- UConnect™ Hands-free Communication System uses Bluetooth® technology to provide voice-activated wireless communication between the occupants' compatible cell phone and the vehicle's onboard receiver. The hands-free option promotes safety, freedom, value and flexibility

In addition to this cutting-edge navigation radio, the 2007 Chrysler Sebring also offers a unique combination of features not available on other mid-size competitors, including:

- YES Essentials® stain resistant, odor resistant, anti-static seat fabric
- Available DVD rear-seat entertainment system Includes AM/FM Stereo Radio with MP3 Capable CD/DVD Player, six-disc CD/DVD Changer and SIRIUS Satellite Radio) (late availability)
- Heated/cooled front cupholder can heat beverage to 140 degrees F or cool to nearly freezing at 35

degrees F

- Light-emitting Diode (LED) interior lighting with high-focus white lights in both the front and rear seats (late availability)
- Auxiliary audio input jack for MP3 connectivity on all audio systems
- MP3 play capability
- Automatic temperature control
- Available remote start
- Express up/down front windows on the key fobs
- Standard 60/40 fold-flat rear seat
- Available heated cloth front seats
- Available heated leather seats
- Available fold-flat front passenger seat
- Cabin air-filtration system
- Sliding center console armrest bin with dual bin front seat storage
- Available trunk organizer
- HomeLink® Universal Garage Door Opener

Chrysler Sebring offers class-leading safety features, with a combination of standard safety items not typically found in the mid-size-car segment, including standard side-curtain and standard front-seat-mounted side air bags and available Electronic Stability Program (ESP) with traction control.

Three engine options power the 2007 Chrysler Sebring: the new fuel-efficient standard 2.4-liter four-cylinder World Engine, an available 2.7-liter V-6 engine and an available 3.5-liter V-6 engine coupled with a new six-speed automatic transaxle with Auto Stick that provides 0-60 mph performance to rival the best in the mid-size-car class.

The 2007 Chrysler Sebring will be available in U.S. dealerships in the fourth quarter of 2006 and in global volume markets in the first half of 2007.

DESIGN

“Sleek and sophisticated, the Chrysler Sebring’s overall surfacing and details reflect the Chrysler brand’s four attributes: expressive, refined, athletic and passionate,” said Trevor Creed, Senior Vice President – Design. “Sebring’s elegant styling provides a clear alternative to European and Japanese competition.”

Inspired by the 2003 Chrysler Airflite concept vehicle that was revealed at the Geneva Motor Show, the all-new Chrysler Sebring’s elegant lines evoke the exterior styling features of the Chrysler vehicle, bringing the Chrysler brand’s expressive design attributes to the mid-size segment.

From the front, the Chrysler Sebring Sedan features the distinctive face of the Chrysler brand, with the Chrysler signature grille, a uniquely sculptured hood, large, distinctive quad headlamps and available fog lamps.

A long hood profile, chrome beltline molding and long roofline emulate a five-door appearance. High-gloss blackouts on the B-pillars enhance the length of the Sebring’s greenhouse. Sculptured character lines running along the body accentuate Sebring’s athletic stance.

The expressive character of the vehicle continues at the rear where Sebring’s wide tail lamps are integrated into both the rear quarters and extend into the deck lid for visual impact. Rear fog lamps mounted in the backup lamps maintain a uniform appearance between domestic and export vehicles. Chrysler Sebring Limited models add chrome-tipped dual exhaust outlets to hint at the performance capability of the optional 3.5-liter V6 engine.

The elegance found in Sebring’s exterior styling also runs through the vehicle’s interior, which features a modern, clean appearance with intense focus on quality, detail and execution.

Sebring’s finely crafted interior features soft surfaces, mechanical grains and selective gloss levels on the interior surfaces.

From the driver’s seat, Sebring’s H-point is 2.54 inches (64.6 mm) higher than the vehicle it replaces, giving drivers a command-of-the-road seating position. Standard 60/40 fold-flat rear seats make room for more gear, and an

available fold-flat passenger seat creates a table-like surface to enhance the versatility of Sebring's interior.

All Chrysler Sebring models feature a two-tone interior color theme of dark and lighter shades of Pastel Slate Gray or Pastel Pebble Beige, which provides a spacious and well-appointed look. The Chrysler Sebring Limited model also features an exclusive two-tone Cream and Pebble Beige interior with leather seats. The Chrysler Sebring Limited's available upscale accent materials and finishes include Tortoise Shell, Satin Silver, Alloy Silver and Chrome.

ENGINEERING

"The all-new 2007 Chrysler Sebring's performance is extremely competitive with the best in its class," said Larry Lyons, Vice President – Front-wheel-drive Product Team, Chrysler Group. "Based on 0-60 mph acceleration tests, the Sebring Limited's performance, with its new 3.5-liter V-6 engine and six-speed automatic transaxle, rivals the leaders in the mid-size class."

Three engine options power the 2007 Chrysler Sebring: the new 2.4-liter four-cylinder World Engine, a 2.7-liter V-6 engine and an available 3.5-liter V-6 engine coupled with a new six-speed automatic transaxle with AutoStick that provides 0-60 mph performance to rival the best in the mid-size-car class.

Sebring's standard 2.4-liter World Engine with dual variable valve timing (VVT) rivals all four-cylinder engines in the mid-size-car segment with its combination of fuel economy and solid performance. Mated to a four-speed automatic transaxle, this new engine provides a 13 percent increase in horsepower (173 horsepower vs. 150 horsepower) and 4 percent improvement in fuel economy compared with the 2.4-liter engine it replaces.

An available enhanced 2.7-liter V-6 engine provides value- and performance-conscious consumers the power of a V-6 engine with a price that compares with the competition's four-cylinder engine. Chrysler Sebring's available 2.7-liter V-6 engine produces 189 horsepower and 191 lb.-ft. of torque, providing more low-end torque (at an rpm 850 lower) compared with the 2.7-liter engine it replaces.

Chrysler Sebring sedan also is available with a 3.5-liter V-6 engine that produces 235 horsepower and 232 lb.-ft. of torque coupled with a new six-speed automatic transaxle that comes standard with AutoStick. The combination of the upgraded 3.5-liter V6 engine and six-speed automatic transaxle delivers excellent performance and fuel efficiency and quiet operation.

The 2007 Chrysler Sebring is one of the first Chrysler Group vehicles to offer the new six-speed automatic transaxle, which provides quicker standing-start acceleration than a four- or five-speed transaxle because of its numerically higher first gear ratio. A more robust differential with increased torque capacity enhances launch performance by requiring less torque management, electronically limiting the torque that is available during the initial stages of standing start acceleration. Smaller steps between ratios also make for a smoother, quieter ride, as the engine speed doesn't change as often with each shift. In addition, more ratio choices, more appropriate ratios for quicker acceleration and a lower overall top gear ratio provide a quieter ride and improved fuel economy at highway speeds.

For the first time in the mid-size car segment, the Chrysler Group also will offer a state-of-the-art 2.0-liter diesel engine on the Chrysler Sebring for key diesel markets outside North America.

PRODUCT HIGHLIGHTS

Inspiration for the common car – more style, more craftsmanship, more performance, more value – more car

- The all-new Chrysler Sebring builds on the winning formula begun with the award-winning Chrysler 300 in the large car segment, and more recently, the all-new 2007 Dodge Caliber in the compact car segment. This formula combines stunning design with interior craftsmanship, high-levels of safety and reliability, exhilarating performance and excellent fuel efficiency, all at a surprisingly affordable price.

Strikingly beautiful design with world-class interior craftsmanship

The new Chrysler Sebring will give buyers upscale styling, quality and refinement in a mid-size sedan, giving them passion and excitement at an affordable price

- The Chrysler Sebring sculptured hood brings Chrysler brand's elegant lines to the mid-size segment
- Provides better value and lower price than Honda Accord and Toyota Camry

Purposeful technology that makes life easier and safer

- The Chrysler Sebring is a mid-size vehicle that has a refined interior with many premium appointments that provide value to the buyer, including:
 - A cutting-edge Harmon/Kardon information entertainment and safety navigation audio system
 - Heated/cooled cupholder
 - Available rear-seat DVD/entertainment system
 - YES Essentials seat fabric
 - Aimable LED lights in front and rear seats (late availability)

Class-leading safety features

- Standard seat-mounted (thorax) air bags
- Standard side curtain air bags
- Low-risk deployment air bags
- Available Electronic Stability Program (ESP) with traction control
- Available anti-lock brakes

Exhilarating performance with excellent fuel efficiency

- The new Chrysler Sebring Limited with a 3.5-liter V-6 and six-speed automatic transaxle rivals the quickest mid-size sedans in the segment based on 0-60 mph tests. It will produce approximately 235 horsepower and 232 lb.-ft. of torque
- Auto Stick provides a fun-to-drive feel with the 3.5L engine.
- A new fuel-efficient 2.4-liter I-4 World Engine, created in partnership with Hyundai and Mitsubishi, provides a 13 percent increase in horsepower (173 horsepower vs. 150 horsepower) and 4 percent improvement in fuel economy from than 2.4-liter engine it replaces.
- An enhanced 2.7-liter V6 produces 189 horsepower and 191 lb.-ft. of torque, providing more low-end torque (2 ft.-lbs. higher and at an rpm 850 lower), compared with the 2.7-liter engine it replaces

SAFETY AND SECURITY

Chrysler Sebring offers class-leading safety features, with a combination of standard safety items not typically found in the mid-size-car segment.

Please refer to the [Safety Glossary](#) for descriptions of the following available features:

- Advanced multi-stage front air bags
- Anti-lock Brake System (ABS)
- Auto-dimming rearview mirror
- Electronic Stability Program (ESP) and Traction Control (late availability)
- Belt Alert™
- Brake Assist (included with ESP)
- Child Seat Anchor System [Lower Anchors and Tethers for CHildren (LATCH)]
- Daytime Running Lamps
- Front-seat-mounted side air bags
- Remote Keyless Entry
- Sentry Key® Engine Immobilizer
- Side guard door beams
- Standard side-curtain air bags
- Structural safety cage
- Tire Pressure Monitoring System (TPM)
- UConnect™ Hands-free Communication System

COLOR AVAILABILITY

- Inferno Red Crystal Pearl Coat
- Linen Gold Pearl Coat
- Marathon Blue Pearl Coat

- Modern Blue Pearl Coat
- Silver Steel Metallic Pearl Coat
- Bright Silver Metallic Clear Coat
- Brilliant Black Pearl Coat
- Stone White Clear Coat

MANUFACTURING INFORMATION

- 2007 model year production start: August 2006
- Production location: Sterling Heights Assembly Plant, Sterling Heights, Mich.
- 2.4-liter four-cylinder World Engine: Global Engine Manufacturing Assembly (GEMA) plant in Dundee, Mich.
- 2.7-liter V-6: Kenosha Engine Plant, Kenosha, Wis.
- 3.5-liter V-6: Kenosha Engine Plant, Kenosha, Wis.
- Six-speed automatic transaxle: Kokomo Transmission, Kokomo, Ind.

MARKET POSITION

Chrysler Sebring sedan is inspiration for the common car, with more style, more craftsmanship, more performance and value.

Following in the footsteps of the runaway blockbuster hit Chrysler 300, which signaled the return of the great American car, the Chrysler brand once again shatters another long-established automotive paradigm that a mid-size car from an American company can't be competitive with the imports with the introduction of the all-new 2007 Chrysler Sebring mid-size sedan. Chrysler Sebring sedan features unexpected levels of craftsmanship, style and performance at a surprisingly affordable price.

Demographics

- Gender: Female 55 percent/Male 45 percent
- Age: Trailing Baby Boomers – 35-55 years old
- Median Annual Household Income: \$65,000
- Married: 70 percent
- Household: Mostly married and well-educated. Many have small families with one or two children. Epicurean, young thinking, open-minded, self-confident, conservative nature, passion for life, down-to-earth. While middle and upper-middle class, their lives are active, simple, yet stylish. Their self image is grounded in their accomplishments and future prospects.
- Education: 60% college graduate

MARKET ADVANTAGES

Chrysler Sebring distinguishes itself in the market by having a higher level of style, refined craftsmanship and performance and driving dynamics than other vehicles in the mid-size-car segment.

The 2007 Chrysler Sebring features a cutting-edge Harmon/Kardon information, entertainment and safety navigation audio system that raises the bar on in-vehicle communications. This bets-in-class next-generation navigation radio features a 6.5-inch Thin Film Transistor (TFT) Display with a touch-screen panel that can support 65,000 colors, providing a three-dimensional appearance to graphics and animation capability, as well as multiple font sizes and styles. The system follows voice-activated commands, and includes many new features for music, sound, movies and personalized picture displays, including:

- A 20 gigabyte hard disc drive that includes Music Juke Box for organizing music and pictures to the hard drive
- Universal Serial Bus (USB) provides both MP3 connectivity and downloading of WMA, MP3 and JPEG files onto the hard drive
- GraceNotes database installed on the hard disk drive, which provides song identification, including title, composer, artist and title
- Playlist creation capability to provide easy access to files
- Voice memo recording, which allows a message up to three-minutes long to be recorded using the

microphone integrated into the rearview mirror

- Radio screen, which can display movies when the Sebring is moving at speeds below 5 mph
- SIRIUS® Satellite Radio, which provides customers with 100 channels of the best music, entertainment and information coast-to-coast, commercial free, 24 hours a day
- UConnect™ Hands-free Communication uses Bluetooth® technology to provide voice-activated wireless communication between the occupants' compatible cell phone and the vehicle's onboard receiver. The hands-free option promotes safety, freedom, value and flexibility

In addition to this cutting-edge navigation radio, the 2007 Chrysler Sebring also offers a unique combination of features not available on other mid-size competitors, including:

- YES Essentials® stain resistant, odor resistant, anti-static seat fabric
- Available DVD rear-seat entertainment system Includes AM/FM Stereo Radio with MP3 Capable CD/DVD Player, six-disc CD/DVD Changer and Sirius™ Satellite Digital Audio Radio)
- Heated/cooled front cupholder for keeping cool beverages cool and hot beverages hot. Cupholder can heat beverage to 140 degrees F or to nearly freezing at 35 degrees F
- Light-emitting Diode (LED) interior lighting with high-focus white lights in both the front and rear seats
- Auxiliary audio input jack for MP3 connectivity on all audio systems
- MP3 play capability
- Automatic temperature control
- Available remote start
- Express up/down front windows on the key fobs
- Standard 60/40 fold-flat rear seat
- Available heated cloth front seats
- Available heated leather seats
- Available fold-flat front passenger seat
- Cabin air-filtration system
- Sliding center console armrest bin with dual bin front seat storage
- Available trunk organizer
- HomeLink® Universal Garage Door Opener

Chrysler Sebring offers class-leading safety features, with many standard items not typically found in the mid-size-car segment, including:

- Advanced multi-stage front air bags provide nearly instantaneous occupant protection by matching air bag output to crash severity
- Anti-lock Brake System (ABS): Senses and prevents wheel lockup, offering improved steering control under extreme braking and/or slippery conditions
- Available Auto-dimming rearview mirror
- Available Electronic Stability Program (ESP) and Traction Control assists the driver in maintaining vehicle directional stability by applying selective braking and throttle control to control oversteer, understeer and to maintain traction during acceleration on slippery surfaces (late availability)
- Belt Alert™ provides an audible and visual warning to alert drivers when their seat belt is unfastened
- Brake Assist (included with ESP) ensures 100 percent brake efficiency during panic brake situations
- Child Seat Anchor System [Lower Anchors and Tethers for CHildren (LATCH)]: Eases installation of compatible aftermarket child seats
- Daytime Running Lamps
- Front-seat-mounted side air bags deploy for enhanced thorax protection during a side impact
- Remote Keyless Entry: Locks and unlocks doors, and turns on interior lamps. If the vehicle is equipped with a vehicle-theft security alarm, the remote also arms and disarms that system
- Sentry Key® Engine Immobilizer: Utilizes an engine key that has an embedded transponder with a preprogrammed security key code to shut the engine off after a few seconds if the correct key is not inserted
- Side guard door beams in front and rear doors provide occupant protection during a side impact
- Standard side-curtain air bags deploy from the headliner to provide two rows of side-impact protection to outboard occupants
- Structural safety cage protects occupants by managing and controlling energy in the event of an impact

- Tire Pressure Monitoring (TPM) alerts the driver to low pressure tire(s) by a warning light in the instrument cluster. A premium system displays individual tire pressure, available with the Electronic Vehicle Information System
- UConnect™ Hands-free Communication: Uses Bluetooth® technology to provide voice-activated wireless communication between the occupants' compatible cell phone and the vehicle's onboard receiver. The hands-free option promotes safety, freedom, value and flexibility

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