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Chrysler Brand Achieves Stunning Growth

New 2007 Models Continue Momentum From Record Sales Year

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Driven by award-winning new models, the Chrysler brand has seen a dramatic increase in sales, market share and brand image, culminating in 2005 calendar-year sales of 649,293 units – a Chrysler brand yearly sales record. Since 1990, Chrysler brand sales have jumped 251 percent. No other American automotive brand has grown as much during the same time frame.

“The Chrysler brand’s succession of innovative product introductions continue to solidify the brand’s standing as the leader in great design, purposeful technology and value,” said David R. Rooney, Director – Chrysler Marketing and Global Communications. “With the launch of the all-new 2007 Chrysler Sebring sedan and the 2007 Chrysler Aspen – the first-ever full-size sport-utility vehicle for the brand – the momentum is sure to continue.”

For the 2007 model year, the Chrysler Aspen and Chrysler Sebring build on other ground-breaking products and purposeful technologies within the Chrysler brand, such as:

- The fuel-saving Multi-Displacement System (MDS) on the award-winning Chrysler 300
- The Stow ‘n Go® seating and storage system on the Chrysler Town & Country
- The abundant safety features found on the all-new 2007 Chrysler Pacifica, including standard all-row side-curtain air bags, Electronic Stability Program, traction control and Brake Assist
- Rear seating for four adults with useable pass-through cargo space on the Chrysler PT Cruiser Convertible
- The beautifully designed Chrysler Crossfire and Crossfire Convertible

A Showroom of Sales Successes

The Chrysler 300 continues its strong appeal to consumers and maintains its position as the leader in the luxury full-size car segment. More than 300,000 Chrysler 300 vehicles have been sold since the model’s introduction in early 2004.

Chrysler Town & Country sales were 180,759 units in 2005, up 26 percent over 2004 sales. Total sales of the Chrysler PT Cruiser in 2005 were 133,740, an increase of 16 percent over 2004 sales.

As Chrysler’s first modern-day two-seat sports coupe, the Chrysler Crossfire has been at or near the top of its segment. Its main competitors include the Audi TT, BMW Z4 and Porsche Boxster.

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