

The New Chrysler Debuts Ad Campaign: Get Ready for the Next Hundred Years

- Product innovations and leadership are showcased in new corporate print, internet and radio advertisements
- “The New Chrysler” appears with return of the Pentastar logo

August 5, 2007, Auburn Hills, Mich. -

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As a new chapter begins in its 82 year history, The New Chrysler is launching a national corporate advertising campaign Aug. 6 with the theme, “The New Chrysler: Get Ready for the Next Hundred Years.” The advertising was announced today at a press conference signifying the first day of the new Company, under the majority ownership of New York-based Cerberus Capital Management.

The campaign consists of print, Internet and radio ads that introduce The New Chrysler company name to the public and reflect back on the Company’s product, innovation and technology leadership of the past, as well as what can be expected in the future – the next 100 years. The Pentastar logo, which adorns the Company headquarters and was the corporate symbol of the Company for more than 40 years, has returned as part of The New Chrysler company logo.

The campaign’s overall message conveys the pride, passion and commitment The New Chrysler has for building great vehicles, and creates excitement for what the future holds – new industry-leading cars and trucks with cutting-edge technology, high quality and increased fuel economy.

“We have a bright future with the best showroom line-up ever including the all-new Dodge Grand Caravan and Chrysler Town & Country minivans that will soon be arriving at dealerships,” said Steven Landry, Executive Vice President - North America Sales and Marketing, Service and Parts. “This is an incredibly important time for The New Chrysler and we want to make sure that people know the product milestones and innovations that have made this company what it is today, and where we are going in the future.”

The New Chrysler corporate advertising campaign is scheduled to run in the United States through the end of August. Elements of the campaign will be used in Canada, Mexico and Puerto Rico.

About the Ads

The first print ad, “Get Ready,” announces “The New Chrysler” and highlights the Company’s history of firsts, the latest products from the Chrysler, Jeep® and Dodge brands, as well as quality, environmental accomplishments and the Company’s recently announced Lifetime Powertrain Warranty. The ad will run in magazines and newspapers, with a version of it on the internet.

A second print ad, running in magazines and on the internet, is titled “Babies.” It focuses on The New Chrysler’s next generation of customers and connects that with the Company’s future. The ad features three toddlers seated in car seats, representing the Chrysler, Jeep and Dodge brands, and dressed in outfits that match the attitudes of the individual brands. The headline reads, “Ready for the Next Generation.”

A radio spot, titled “Cars & Trucks,” is similar to an audio timeline that reflects back on all the Chrysler innovations that have helped revolutionize the automotive industry. It conveys the same message of pride, passion and innovation with the use of the message, “The New Chrysler.”

A second radio spot, "Whew," is a spoof of an actor doing his first take on creating the voiceover for a new radio ad, complete with the studio engineer and announcer adding their portions. It highlights a list of industry leading innovations that are seen on today's Chrysler, Jeep and Dodge vehicles.

The new print ads break nationally in newspapers, including *USA Today*, *The Wall Street Journal* and local papers in the top 62 markets, as well as in magazines such as *Time*, *BusinessWeek*, *Newsweek*, *U.S. News & World Report*, *Automotive News*, *Sports Illustrated*, *People* and *Entertainment Weekly*. Radio will air in the top 62 markets across the country, as well as on SIRIUS Satellite Radio.

Internet advertising, with the same themes and messages as the print and radio ads, as well as banner ads, will run on Internet sites, including AOL, MSN and Yahoo.

In addition, the Company's history of innovation is reinforced on The New Chrysler corporate site:
www.ChryslerLLC.com.

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