

Top 10 Top-Down Style Tips for Summer

May 25, 2004, Auburn Hills, Mich. -

Hot Accessories for Cool Summer Looks

- Carson Kressley helps announce Chrysler Group's Top 10 Top Down Summer Style Tips
- Top Down Days launched to kick off 2004 convertible season
- Convertible enthusiasts can check out style tips online and enter to win a 2005 Chrysler PT Cruiser Convertible when they visit www.topdowndays.com

To make sure you drive out in style in your convertible this summer, Chrysler Group - American's convertible company - announces the Top 10 Top Down Summer Style Tips for making a lasting impression this season.

Carson Kressley, fashion savant and popular cable show star, kicks off national Top Down Days with the Top10 style tips that feature these must-have accessories for summer:

- **Eyewear** -Aviators in gold or silver with mirrored lenses ensure you won't get busted checking someone out.
- **Clothing** -Break free of those dull hues and break-out the pastels. They're easy on the eyes and look great with a tan.
- **Patterns** -Vintage funky prints are back and crazy big prints are everywhere. Don't miss out on the fun.
- **Head Gear** -A plastic visor with a removable terrycloth sweatband is very retro-tennis-chic. It keeps your hair in place and provides sun protection without causing "hat head."
- **Silver** -A classic silver watch dangling from your left arm as you let it droop over the door makes a great drive-by impression.
- **Flip Flops** -Show off your well manicured toes in rubber Havaianas flip flops. They're available in every imaginable color this summer.
- **Canvas Tote** -Lug all of your summer benefit party invitations around town in a monogrammed tote. They're trendy but casual, and sturdy for holding a towel when you head to the beach.
- **Skin Tone** -Your skin is your best 24/7 accessory. Ensure you have many more summers in your future and always apply SPF 15 or higher.
- **Belts** -Decorate your waistline with a casual Grosgrain belt.
- **Lasting Impressions** -Everyone looks good with the top down; Put some sizzle in your summer with a hot new convertible like the new 2005 Chrysler Crossfire Roadster or Chrysler PT Cruiser Convertible in addition to the Chrysler Sebring Convertible or Dodge Viper SRT-10 Roadster.

"Top Down Day's style tips will help drivers look as great as their convertibles do this summer," said George Murphy, Sr. Vice President, Marketing, Chrysler Group. "Chrysler is America's convertible company with more soft-top options than any other automaker. National Top Down Days celebrates summer and the convertible as the ultimate summer icon."

Convertible enthusiasts looking to spice up their top down style this season can view Chrysler Group's new 2005 convertibles and the Top 10 Top Down Style Tips at www.topdowndays.com. Visitors to the site can enter to win a

2005 Chrysler PT Cruiser Convertible.

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