

## Winner of Chrysler Custom Challenge Named at SEMA Show

November 7, 2013, Las Vegas - The Chrysler brand awarded the winner of its Chrysler Custom Challenge at the SEMA Show yesterday, Nov. 6. During a live streaming of the event on the auto show floor, three judges, Chrysler Brand President and CEO Saad Chehab, Chrysler Brand Service, Parts and Customer Care President and CEO Pietro Gorlier and West Coast Customs Owner and CEO Ryan Friedlinghaus, named Oriana Schooley among the three finalists as the winner.

The Chrysler Custom Challenge charged fans to submit an image of their customized Chrysler brand vehicle along with a brief description of what customizations they have given to their vehicle to make it unique. Their vehicles are also being featured on the SEMA showroom floor within the West Coast Customs display. Coverage can be found at [http://youtu.be/V\\_9LUM87iXM](http://youtu.be/V_9LUM87iXM).

"The Chrysler Custom Challenge provided Chrysler car enthusiasts a chance to creatively express their skills and passion for customization," said Chehab. "And SEMA's show floor provided us with the perfect stage to announce the winners and have their vehicles recognized and displayed at the show and online."

The three finalists and their vehicles were invited to Las Vegas for a paid-trip of seven days, six nights, where they will be given full access to the show, work alongside the West Coast Customs team and enjoy an intimate dinner with Chrysler executives and West Coast Customs. As part of the grand prize, Oriana Schooley will receive a trip to the North American International Auto Show, a luxury travel package for herself and a guest and more than \$15,000 in other cash/prizes. (ARV of the grand prize is up to \$26,450).

Ryan Friedlinghaus is also set to feature the winner and finalists in an upcoming episode of the "West Coast Customs" television series (FOX) that will be filmed on-site at SEMA. More information about the finalists and photos of their cars can be found by clicking [Chrysler Custom Challenge Finalists](#) and [Chrysler Custom Challenge Facebook](#).

The Chrysler brand's activation site at SEMA includes a special partnership with West Coast Customs, which spotlights both as ambassadors of customization. Being provided to attendees as part of this unique partnership are on-site customization classes at the SEMA show, such as exterior paint and vinyl wrapping, interiors, sound, technology and lighting classes – just one more way of helping enthusiasts sharpen their skills about the latest methods and accessories available.

### Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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