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Chrysler LLC Modifies Three New 2009 MY Vehicle Lineups to Provide More Content on Entry-level Models and Better Fuel Efficiency in Top of the Line Models

November 3, 2008, Auburn Hills, Mich. - Chrysler LLC is streamlining three new 2009 model-year vehicle lineups to provide an added emphasis on higher value and content, expanded availability of fuel efficient engines, and upgraded exterior appearance and improved interior materials.

On three vehicles – Chrysler Sebring, Chrysler 300 and Dodge Avenger – Chrysler LLC is providing customers with better-equipped, fuel-efficient, entry-level models with a value emphasis. These changes are in addition to the previously announced 2009 model-year packages and are effective for vehicle orders starting on Nov. 3.

“We know from our dealers and customers that fuel efficiency and value are the two most important criteria in purchasing a new car in this challenging economy. Therefore, we simplified key vehicle lines to deliver more value in our products with improved interiors and exteriors, as well as improved fuel efficiency,” said Deborah Meyer, Vice President and CMO, Chrysler LLC.

Essentially, entry-level models have been upgraded to higher trim and content levels at discounted pricing. Also, availability of fuel-efficient powertrains has been expanded on models for those customers who want more product features without sacrificing fuel economy.

New 2009 Vehicle Lineups

Chrysler Sebring Sedan

The Chrysler brand has dramatically simplified the Sebring lineup to create the segment value leader with the Chrysler Sebring Limited sedan. The Chrysler Sebring Limited sedan features standard leather interior, heated seats, power front driver seat and tortoiseshell accents, as well as chrome and brushed trim accents, all at the price of the previous Chrysler Touring model — \$23,380 (including \$740 destination) with the fuel-efficient 30 mpg, 2.4-liter I-4 engine. Add the 3.5-liter V-6 engine, six-speed Auto Stick transmission, dual exhaust tips and 18-inch wheels for a MSRP of \$25,630 (including \$740 destination).

Chrysler 300

The Chrysler 300 lineup has been simplified with the Touring Edition becoming the new entry-level model. The MSRP remains at \$27,415 (including \$750 destination), yet the new base model includes the “Touring” interior and exterior as standard equipment, the more fuel-efficient 2.7-liter V-6 engine and a new front grille. The WPC Touring Signature Edition features a new lower MSRP of \$31,825 (including \$750 destination) and includes 18-inch chrome clad wheels, touring ride control, 60/40 rear folding seat, power adjustable pedals, Lifetime Powertrain Warranty, as well as available all-wheel drive, navigation and side airbags. The 300 Limited now features the same 300C exterior and interior looks with the fuel economy of the 3.5-liter V-6 engine with a MSRP of \$36,035 (including \$750 destination). The 300C offers the same legendary 5.7-liter V-8 performance with a MSRP of \$37,585 (including \$750 destination). With the 300 Limited and 300C, customers now have the choice of a V-6 or V-8 engine without compromising vehicle appearance.

Dodge Avenger

The Dodge Avenger lineup is changed to three models with the top of the line R/T model now featuring the fuel-efficient 30 mpg 2.4-liter I-4 engine along with standard leather, heated seats and heated, folding body color exterior mirrors at a MSRP of \$22,790 (including \$740 destination). The Avenger R/T with the 3.5-liter V-6 engine and Auto Stick now includes 18-inch aluminum wheels, performance tires, dual exhaust, sport tuned suspension and firm feel power steering with a MSRP of \$24,995 (including \$740 destination). This model is priced \$1,160 less than the previous R/T 3.5-liter model. The Avenger SXT is the new entry-level model with a base MSRP of \$21,255 (including \$740 destination).

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