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## **Just The Facts – All-new Larger, Upscale Exhibit For Chrysler, Jeep®, Dodge, Ram and Mopar® Brands At The 2009 Los Angeles Auto Show**

- All-new brand-specific upscale floor display conveys confidence in each of the Chrysler, Jeep®, Dodge, Ram and Mopar® brands
- A 6,000 sq. ft. increase in floor space showcases more brand differentiation than any previous auto show
- Ram brand makes its first auto show debut in Los Angeles
- All-new 2010 Dodge Viper SRT10 ACR's Voodoo-edition and new exterior colors highlight the Viper lineup's exclusivity and personalization possibilities

Los Angeles, Dec. 2, 2009 - Chrysler, Jeep®, Dodge, Ram and Mopar® kick-off the auto show season in style with an all-new exhibit—which includes the debut of the Ram brand and a high-performance line-up of historic and upcoming Dodge Vipers—at the 2009 Los Angeles Auto Show.

Highlights include:

### **Larger, all-new floor display**

Larger in scope than previous years, the 51,000-square-foot space reflects a confident new look and feel for each of the Chrysler Group LLC brands. The centerpiece of the display is a giant archway that stands 24 feet high and spans more than 150 feet. Located under the archway is an information area and lounge, welcoming visitors into the space. A runway between the brand displays leads to a giant video wall that will run product videos throughout the duration of the show.

Surrounding the archway is an eye-popping display of the full-line of products offered from the Chrysler, Jeep, Dodge and Ram brands. In addition to highlighting the vehicles and brand positioning, each of the brands will feature branded merchandise under beautiful showcases.

### **Dodge brand shifts into high-gear**

Showing different flavors of extreme performance and design, the L.A. Auto Show marks the introduction of the 2010 Dodge Viper SRT10 lineup.

With two additional exterior colors—all-new Toxic Orange Pearl Coat and Bright Silver Metallic Clear Coat—Dodge Viper SRT10 is now available in 12 different colors. With six stripe options in a new wider configuration, five different interior color combinations, four different wheel choices and three available interior bezels; more than 7,600 vehicle combinations can be had—the most for any one model year—significantly adding to the exclusivity of each car like never before.

The Dodge Viper SRT10 ACR (American Club Racer) receives a new short-throw shifter in 2010 for better performance and redesigned rear wing profile, and end plates further optimize vehicle aerodynamics and improve rear yaw downforce. These changes combined with a shorter fifth gear ratio result in an increased top speed of 4 mph (to 184 mph for the ACR model).

In addition to the 2010 Dodge Viper SRT10 ACR's mechanical enhancements, an all-new Voodoo-edition Viper ACR with an all Black Clear Coat exterior and a Graphite Driver's Stripe outlined in red adds even more excitement to the legendary snake. Only 10 of these highly exclusive Viper SRT10 ACRs will be produced. These Viper models

include unique striping on both the exterior and the steering wheel.

The 2010 Dodge Challenger R/T Classic gets an extreme burst of excitement with new Detonator Yellow pearl coat exterior paint and dual throwback A-line body-side R/T stripes in matte black. Completing the look are "Challenger" fender badges in classic script, large 20-inch polished-chrome heritage wheels with all-season performance tires, classic egg-crate grille with heritage "R/T" badge, body-color rear spoiler, functional hood scoop and chromed fuel-filler door.

### **Commemorative display honors Dodge Viper performance**

It was just eight days ago that an SRT vehicle dynamics engineer piloted a black and red 2010 Dodge Viper SRT10 ACR to a lap record of 1:33.915 at Laguna Seca raceway in Monterey, California. To commemorate other milestones in Dodge Viper's history, an exclusive Viper exhibit will display historic Vipers of yester-year, including the Nurburgring record-setting 2009 Dodge Viper ACR and the 2000 Rolex 24 at Daytona race-winning Dodge Viper GTS-R.

### **Auto show debut of the Ram brand**

With a work-hard, play-hard attitude, the Ram brand's first exhibit at the L.A. Auto Show highlights why Ram offers the boldest, most powerful and capable pickup truck lineup. Ram 1500 redefines the light-duty truck segment with its ability to "outsmart" and "out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities. The all-new 2010 Ram 2500 and 3500 Heavy Duty Trucks provide customers with first-time innovations and features, along with new standards of strength, utility and driveability, building on Ram brand's leadership in the Heavy-Duty pickup segment. And if the capabilities shown on the display vehicles are not convincing enough, a full-size Ram 3500 Crew Cab Dually cutaway shows the legendary power and engineering prowess that provide the framework for every Ram pickup.

### **Jeep brand is ready for sun, sand and surf**

Perfect for sunny SoCal, Jeep Wrangler and Wrangler Unlimited arrive with the all-new Sunrider soft-top featuring a new cable-top system that allows customers to easily open and close the top. The improved soft top features a simplified removal system, eliminating the need to un-tuck and tuck side rails when opening and closing the top. And to make both the two-door and the market's only four-door convertible even more exciting, new Surf Blue pearl coat exterior paint is available to match the fun-under-the-sun coastal lifestyle even more.

### **Chrysler brand takes 300 Touring up a notch**

Showing off its "bling" at an affordable \$28,010 (Manufacturer's Suggested Retail Price, including \$750 destination), the new 2010 Chrysler 300 Touring model offers upscale features and amenities, without the upscale price. The Chrysler 300 Touring now includes chromed mirrors, chromed door handles and chromed front- and rear-fascia accents along with road-illuminating fog lamps and a fuel-efficient 2.7-liter V-6 engine that delivers 26 miles per gallon (mpg) highway.

### **Mopar's Extreme Jeep Lower Forty Image Vehicle**

Mopar takes the Jeep Wrangler platform to a new extreme with the "Jeep Lower Forty" image vehicle. This "Moparized" Jeep Wrangler is equipped with massive 40-inch x 13.5-inch tires mounted on Mopar's 20-inch forged-aluminum wheels. Mopar added aggressive wheels and tires to a stock, two-door Jeep Wrangler Rubicon without the use of a suspension lift. The team's goal was to achieve added ground clearance without dramatically altering the vehicle's center of gravity. The team removed copious amounts of body metal in order to provide room for 40-inch meats. Three inches are chopped from the windshield frame and a 10-degree rake is added.

Custom touches throughout the interior include a color-matched center console and instrument panel. Seats are recovered with Mopar's Katzkin leather package in a two-tone scheme. Replacing the carpet is a durable, spray-in truck-bed liner. Rugged Mopar floor mats complete the theme.

Mechanical upgrades came directly out of the Mopar catalog. The Jeep "Lower Forty" features an all-new 5.7-liter HEMI® V-8 engine and a Getrag 238 six-speed manual transmission. Powertrain installations were handled by Burnsville Off-Road using an AEV 5.7-liter HEMI V-8 conversion kit.

The Mopar-supplied Dana 44 front axle and a Dana 60 rear axle, fitted with 5.38 gears and ARB air lockers, were

assembled by Dynatrac and revalved Bilstein shocks maintain vehicle stability on rough terrain.

### **Open to the public**

Available to all car enthusiasts young and old, the all-new Chrysler, Jeep, Dodge, Ram and Mopar brand displays are open from Friday, Dec. 4 to Sunday, Dec. 13, 2009 at the Los Angeles Convention Center. For more information, visit [www.laautoshow.com](http://www.laautoshow.com).

### **About the Dodge brand**

Dodge is a full line of cars, SUVs and MPVs that are agile, daring, sensible and inventive. The product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10.

Dodge introduced two new vehicles last year: the all-new Dodge Journey, the brand's first crossover vehicle, and the Dodge Challenger, a modern-day American muscle car. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. J.D. Power and Associates further acknowledged this leadership by naming the Dodge Grand Caravan the Most Dependable Van for 2009. The 2010 Dodge Grand Caravan continues to set the mark in the minivan segment with unsurpassed fuel economy of 17 city / 25 highway mpg and minivan-first innovations including the segment's only Stow 'n Go® and Swivel 'n Go™ seating and storage systems. The 2010 Dodge Journey and the 2010 Dodge Avenger, with ESC, both earned the 2010 Top Safety Pick rating from the Insurance Institute for Highway Safety (IIHS).

Also in 2008, the Dodge Journey entered key volume markets outside North America, joining the Dodge Avenger, Nitro and Caliber. Dodge Caliber was the highest sales volume vehicle for the company outside North America in 2008.

### **About the Ram brand**

With a work-hard, play-hard attitude, Ram offers the boldest, most powerful and capable pickup truck lineup on the planet.

Introduced in 2008, the Ram 1500 is a game-changer in terms of its ability to "outsmart" and out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities. The Ram 1500 also ranks at the top of Strategic Vision Inc.'s (SVI) 2009 Total Quality Index™ (TQI) in the full-size truck segment. According to the survey, the Ram 1500 leads the way with the highest Total Quality score of any truck in the 15-year history of the study. Customers specifically noted that the Ram has the best added storage capability along with the best truck interior ever rated by customers.

Ram will add to its award-winning truck lineup with the introduction of its all-new 2010 Ram 2500 and 3500 Heavy Duty Trucks. The new Heavy-Duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the Heavy-Duty pickup segment.

Ram will further enhance its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

### **About the Jeep brand**

Built on nearly 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full-line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes the Commander, Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all seven Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

### **About the Chrysler brand**

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology – all at an extraordinary value – since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of a Sebring Convertible, or the “family room on wheels” functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country, the fuel-saving Multi-displacement System (MDS) in the Chrysler 300 and Uconnect phone utilizing Bluetooth technology on the Chrysler Sebring and Chrysler Sebring Convertible. Both Sebring models also achieve 30-mpg highway fuel economy.

Chrysler celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 segment-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. The 2010 Chrysler Town & Country continues to set the mark in minivan value with more than 40 new or improved features from the previous generation, including unsurpassed 17 city / 25 highway mpg fuel economy. The 2010 Chrysler Town & Country is also the first minivan in the segment to feature the all-new Blind Spot Monitoring and Rear Cross Path advance safety systems.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

### **About the Mopar brand**

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source of all original equipment parts for Chrysler, Jeep, Ram and Dodge vehicles. Mopar parts are unique in that they are engineered by the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge and Ram vehicles – a direct connection that no other aftermarket parts company can provide.

### **About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Ram, Dodge, Mopar and Global Electric Motorcars (GEM) brand vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale; the alliance builds on Chrysler's culture of innovation—first established by Walter P. Chrysler in 1925—and Fiat's complementary technology—from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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