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## **The Chrysler Brand: Provocative Designs Engineered for Passionate Living**

January 6, 2010, Auburn Hills, Mich. - The Chrysler brand continues to delight customers with distinctive designs, craftsmanship, intuitive innovation and technology — all at an extraordinary value — since the company was founded in 1926.

"The 2010 Chrysler spring collection vividly illustrates the Chrysler brand's reinvigoration of the connection between refinement and excitement, innovation and involvement, comfort and couture, and people and the road," said Olivier Francois, President and CEO, Chrysler Brand, Chrysler Group LLC. "Chrysler's new 300S models take the most awarded vehicle in its class, to a more passionate and youthful direction; the new Chrysler Town & Country Walter P. Chrysler Signature Series, the most innovative family vehicle on the road today, offers a great palette to show how stylish our minivans can be while delivering the innovations and irreplaceable functionality Chrysler minivans are known for; and the Chrysler PT Cruiser Couture Edition, gives one of the most timeless vehicles on the road today an added dose of sophistication to its already head-turning good looks."

The defining face of Chrysler vehicles features a winged Chrysler badge, a distinctive grille, and sculpted hood. Beyond these signature elements, each Chrysler vehicle is stunning, innovative and alluring in a unique way.

### **Chrysler 300S Models**

Starting with the sedan that marked the return of the great American car, the new 2010 Chrysler 300S models (available with a 3.5-liter V-6 engine, or legendary HEMI® V-8 engine) reignite the vehicle's incredible styling in an all-new model.

The Chrysler 300S models add a very serious, low-key look to the bold proportions of the Chrysler 300. Starting with its 300 roots, the 300S models trade-in their full-chromed grilles and fascia accents for blacked-out grilles with chromed surround and body-color fascia accents. New darkened headlamp bezels keep up the low-key look, while cleanly "shaved" doors with body-color mirrors and large 20-inch polished face wheels with painted pockets, hint at the 300S' handling potential.

The cabins of the new Chrysler 300S models exude a serious, athletic-interior theme. A uniquely designed steering wheel with carbon weave is accented with red stitching and brushed silver spokes. Beautifully bolstered Dark Slate Gray leather front seats are track-tested and feature an embroidered "300S" logo on the seatback. Specially perforated Dark Slate Gray suede fills the front and rear seats, seatback and seat cushion with hints of red accent beneath. The Dark Slate interior theme continues around the driver and passenger side and is highlighted with brushed aluminum accents on the instrument panel center stack, center console side trim and upper-door trim. Carbon-weave door-pull handles with red accent stitching finish off the interior of both 300S V-6 engine and 300S HEMI V-8 engine models.

Keeping passengers connected with their favorite tunes or mobile devices, the 300S models feature an array of user-friendly technologies including a 13-speaker Kicker audio system with a 322-watt amplifier and 100-watt subwoofer, Uconnect™ Phone, iPod® Control and SIRIUS Satellite Radio. Additional standard convenience features include remote start, heated front seats, power driver and passenger seat, power-adjustable pedals, HomeLink universal transceiver and Tire-pressure Monitoring (TPM).

Designed to deliver excitement, the Chrysler 300S models feature a performance-tuned suspension with performance shocks, steering, all-season performance Goodyear Eagle RSA tires and performance brake linings.

The 2010 Chrysler 300S features a fuel-efficient, 250 horsepower (186 kW) 24-valve 3.5-liter high-output V-6 engine, capable of 25 highway mpg. For more performance, Chrysler 300S offers the legendary 5.7-liter HEMI V-8 engine, which generates 360 horsepower (268 kW) and 389 lb.-ft. (527 N•m) of torque, and features fuel-saving Multi-

displacement System (MDS) technology that provides as much as a 20 percent improvement in fuel economy. Mated to a quality-proven five-speed Auto Stick transmission, the 2010 Chrysler 300S with 5.7-liter HEMI V-8 engine delivers 25 highway mpg.

The 2010 Chrysler 300S models will arrive at Chrysler dealerships in the spring of 2010.

#### **Chrysler Town & Country Walter P. Chrysler Signature Series**

With more than 26 years of unsurpassed leadership in minivan engineering and design, Chrysler Town & Country celebrates its 20th year as the segment's foremost luxury minivan with the 2010 Chrysler Town & Country Walter P. Chrysler Signature Series.

The 2010 Chrysler Town & Country Walter P. Chrysler Signature Series minivans feature a 3.8-liter V-6 engine and fluid six-speed automatic transmission. In addition, this special-edition Chrysler Town & Country features an even more luxurious interior with seating and trim combinations in Dark Slate Gray and Light Shale. Unique Macassar Range wood trim is paired with satin finishes on the instrument panel and doors to provide added detail. All-new, two-tone Light Shale seats with Dark Slate Gray bolsters feature perforated leather and are finished with French-seamed stitching. Additional standard features include the minivan-first Stow 'n Go® seating and storage system, Media Center 430 radio with touchscreen and 30-gigabyte hard drive media storage, minivan-first second- and third-row nine-inch dual-DVD entertainment system, heated first- and second-row seating and LED lighting with ambient halo light ring.

Exterior equipment on the Chrysler Town & Country Walter P. Chrysler Signature Series includes the availability of all-new Deep Cherry Red Pearl Coat exterior paint, unique seven-spoke 17-inch aluminum wheels with platinum-chromed finish, chromed belt, fascia accents and body-side moldings, roof rack with cross bars and "Walter P. Chrysler Signature Series" front door badging.

Available features on this special-edition 2010 Chrysler Town & Country include segment-exclusive SIRIUS Backseat TV with Nickelodeon, Disney Channel and Cartoon Network Mobile, Media Center 730N with navigation and real-time traffic monitoring, minivan-first Blind-spot Monitoring (BSM) and Rear Cross Path (RCP) accident-avoidance safety systems and the 4.0-liter aluminum V-6 engine that achieves a minivan-best fuel economy label of 17 city / 25 highway mpg.

MSRP for the 2010 Chrysler Town & Country Walter P. Chrysler Signature Series is \$33,365 (including \$820 destination) and will arrive at Chrysler dealerships nationwide in the first-quarter of 2010.

#### **Chrysler PT Cruiser Couture Edition**

In commemorating a decade of the Chrysler PT "Personal Transportation" Cruiser's timeless design, the new PT Cruiser Couture Edition exemplifies the romance of American automotive heritage, styling and versatility that made PT Cruiser an instant hit.

Starting with the 2010 Chrysler PT Cruiser Classic, the Couture Edition features new levels of craftsmanship and color. With its fenders and high belt-line painted in Bright Silver Metallic, and upper body and roofline that recalls 1930s and 1940s era hot-rod styling in Brilliant Black Crystal Pearl with accent red pinstripe, the 2010 Chrysler PT Cruiser Couture Edition delivers a bold look. To complete the exterior appearance, chromed body-side moldings, door handles, 16-inch polished aluminum wheels and grille highlight this limited edition PT's level of detail and style.

The new Chrysler PT Cruiser Couture Edition continues to lead the small-car segment with its combination of style, craftsmanship and flexibility. Chromed detail rings highlight the gloss black instrument panel's three gauges, rotating air vents and Chrysler signature analog clock. The Pastel Slate Gray interior is highlighted by Satin Silver instrument panel and console accents, with all-new Radar Red leather or Dark Slate Gray seats to deliver a premium look and feel.

MSRP for the 2010 Chrysler PT Cruiser Couture Edition is \$19,995 (including \$720 destination) and arrives at Chrysler dealerships nationwide in the first-quarter of 2010.

Chrysler continues to keep its icon fresh and exciting. The new 2010 Chrysler PT Cruiser Couture Edition marked the 16th variation since PT Cruiser's introduction, following five Dream Cruiser Series vehicles, PT Turbo, Flames, Woodie, Chrysler PT Cruiser Convertible, the refreshed 2006 Chrysler PT Cruiser, W.P. Chrysler Signature Series, PT Cruiser Classic, PT Street Cruiser Route 66, Pacific Coast Highway and Sunset Boulevard editions.

## 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.

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 Blind-spot Monitoring (BSM) and Rear Cross Path (RCP) accident avoidance 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.

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