

Chrysler Group LLC continues 'Minivan Month' during May

May 10, 2011, Auburn Hills, Mich. - Chrysler Group LLC will continue its Minivan Month promotion, and the Ram Truck brand will continue marketing its available class exclusive RamBox and no-charge HEMI® engine promotion through May 31.

Chrysler Group announced in April it is bringing back the 60-day "Minivan Pledge" to launch Minivan Month, and will continue the successful program through the end of May.

The pledge allows consumers purchasing a new 2011 Chrysler Town & Country or Dodge Grand Caravan minivan during May to return the vehicle, no questions asked, within 60 days, subject to certain requirements.

In addition to the pledge, consumers who purchase a 2011 Chrysler Town & Country can choose \$750 in Consumer Cash or attractive financing for qualified consumers as low as 2.9 percent for 60 months. An additional \$750 in Bonus Cash is available for consumers who purchase the Town & Country.

Consumers who purchase the 2011 Dodge Grand Caravan can choose \$2,000 in Consumer Cash or attractive financing for qualified consumers as low as 0 percent for 60 months on most models. In addition, consumers are eligible for up to \$1,500 in trade in support.

The Chrysler Town & Country was the best-selling minivan in the United States during 2010. Both the Chrysler Town & Country and the Dodge Grand Caravan minivans topped 100,000 units in 2010, returning Chrysler Group to dominance in the segment it established. The Dodge Grand Caravan is America's best-selling minivan ever, based on total U.S. minivan sales, 1984-2010.

Consumers should see their participating local Chrysler, Jeep®, Dodge and Ram Truck dealer for full program rules.

New incentives for May on 2011 models include:

Chrysler Brand

Consumers who purchase a 2011 Chrysler 200 are eligible for \$1,250 in Consumer Cash or attractive financing as low as 0 percent for 36 months on most 200 models.

As the all-new 2011 Chrysler 300 arrives in dealership showrooms, consumers are eligible this month for attractive financing as low as 1.9 percent for 36 months, and up to 4.9 percent for 72 months.

Attractive lease rates and Lease Bonus Cash are offered on all 2011 Chrysler brand models.

Dodge Brand

Consumers who purchase a 2011 Dodge Avenger are eligible for \$1,750 in Consumer Cash, or attractive financing as low as 0 percent for 60 months, excluding the Express model.

Attractive lease rates and Lease Bonus Cash are offered on most 2011 Dodge brand models.

Jeep® Brand

In celebration of the Jeep brand's 70th Anniversary, the Mopar® brand is offering \$500 Mopar Bucks for 2011 Jeep Wrangler accessories. Consumers who purchase a 2011 Wrangler in May are eligible for \$500 worth of Jeep accessories.

Attractive lease rates are available on all 2011 Jeep brand models, and Lease Bonus Cash is offered on certain Jeep Compass, Patriot and Liberty models.

Ram Truck

Consumers purchasing a 2011 Ram pickup truck can choose a HEMI engine at no charge or opt for the Engine Bonus Cash that is available on most 2011 Ram Truck models equipped with V-6, V-8 or Cummins diesel engines.

Consumers who purchase a Ram 1500 Crew Cab are eligible for \$500 RamBox Bonus Cash.

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