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## **Chrysler Invites Consumers to Break a Guinness World Record™ at the Chicago Auto Show by Playing the Brand's Version of the Classic Game "Simon Says"**

- Professional leader of "Simon Says" will direct more than 1,200 consumers in record breaking game of "Sebring Says"
- The last contestant standing wins an all-new 2007 Chrysler Sebring
- Consumers willing to prove actions speak louder than words can register online at [www.ChryslerSebringSays.com](http://www.ChryslerSebringSays.com)

January 9, 2007, Auburn Hills, Mich. - Chrysler will have consumers jumping up and down, touching their noses and buckling into the all-new 2007 Chrysler Sebring at this year's Chicago Auto Show as the brand attempts to break the Guinness World Record™ for the largest game of "Simon Says," played Sebring style.

On Friday, Feb. 9, more than 1,200 consumers will demonstrate that they are willing to follow commands to beat the current "Simon Says" record set by a group of 1,169 participants who played the game in Glasgow, Scotland, on April 22, 2006.

While Chrysler's game will start with some familiar commands from the traditional "Simon Says," the brand will add a unique twist to the game by incorporating the Chrysler Sebring into the final rounds of competition. The last contestant standing at the end of "Sebring Says" will win an all-new 2007 Chrysler Sebring.

"The 2007 Chrysler Sebring brings higher levels of craftsmanship and technology to the mid-size car segment," said David Rooney, Director – Chrysler Marketing & Global Communications. "We thought it would be fun to bring the original 'Simon Says' game to a new level by inviting consumers to join us in breaking the current world record, while also providing a unique way for consumers to interact with the Chrysler Sebring's innovative features, including the new MyGig™ technology and heated/cooled cup holders."

### **How to Score a Spot**

Chrysler "says" consumers can register at [www.ChryslerSebringSays.com](http://www.ChryslerSebringSays.com) for a chance to be selected for the record-setting "Sebring Says" program. Residents from Illinois, Indiana, Michigan and Wisconsin can register online, beginning Wednesday, Jan. 10 at 12:01 a.m. (ET) until Friday, Feb. 2 at Noon (ET). Participants will be asked to answer the question "Why do you want to break a Guinness World Record™?" during the registration process. All participants must be 18 years or older and hold a valid driver's license at the time of entry.

### **Game Day Schedule**

The game will be led by a professional "Simon Says" leader who will use his "sim-antics" – mastermind skills and expertise – to prompt contestants and entertain spectators. Goldstein will get the masses moving with traditional commands, such as "stand on one foot" and "touch your nose," and then as the game progresses, he will incorporate the new Chrysler Sebring into some of the commands.

The contest will be based on four rounds of competition – a qualifying round followed by a quarter final, semi-final and final round. The qualifying round will include more than 1,200 contestants, who have pre-registered online. The field

will then be narrowed to 150 and trimmed again to 16 hopeful Sebring drivers. The final round will pit the final four contestants still standing from the previous rounds against each other to win the grand prize of a new Chrysler Sebring.

#### **About the Chrysler Brand**

Driven by award-winning new models, the Chrysler brand has seen a dramatic increase in sales, market share and brand image. Since 1990, Chrysler brand sales have more than tripled, jumping 250 percent. No other American automotive brand has grown as much during the same time frame.

#### **All-new 2007 Chrysler Sebring**

An all-new mid-size sedan, Chrysler Sebring builds on the winning formula that began with the award-winning Chrysler 300 in the large car segment. This formula combines stunning design with interior craftsmanship, high-levels of safety and reliability, exhilarating performance and excellent fuel efficiency of more than 30 mpg. The Chrysler Sebring's base MSRP is \$18,995 (including a \$675 destination charge).

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