

## **Chrysler Brand Showcases New Tagline and 2011 Chrysler 200 on Headquarters' Tower**

February 16, 2011, Auburn Hills, Mich. -

"Imported from Detroit," the Chrysler brand's new tagline, and the 2011 Chrysler 200 continue to make a larger-than-life entrance into the mid-size market.

Both the tagline and the vehicle made their debut in a first-ever, two-minute advertising spot on Super Bowl Sunday. Today, the Chrysler brand unveiled their latest entry to the mid-size segment on the front of the Chrysler Group Headquarters in Auburn Hills, Mich.

Workers, early this morning, put the finishing touches on the massive building wrap featuring an image of the new vehicle and the brand's new tagline. The wrap covers almost the entire west side of the company's 15-story headquarters.

"The 2011 Chrysler 200 is a vehicle designed with purpose, it has beautiful shapes and incorporates the utmost attention to detail," said Olivier Francois, President and CEO, Chrysler Brand, Chrysler Group LLC. "This new mid-size sedan delivers on a promise to our customers to be the very best of American design combined with a value proposition that will exceed their expectations."

The building wrap is part of an overall marketing campaign for the 2011 Chrysler 200 sedan which includes the new tagline for the brand, "Imported from Detroit."

"The new tagline was created to convey the message that one does not have to cross an ocean to obtain luxury, its available right here," Francois stated.

The Chrysler brand marketing campaign highlights the rejuvenation of the entire product lineup, which includes the new, redesigned and repackaged 2011 200 sedan and 200 convertible, the highly anticipated Chrysler 300 sedan and the innovative Chrysler Town & Country minivan.

Each day, approximately 200,000 drivers and passengers along the Interstate 75 in Auburn Hills will be able to view the new 2011 Chrysler 200 and the brand's new tagline.

### **Building Wrap Facts**

- The Chrysler 200 featured in the building wrap is 116 feet wide by 145 feet tall
  - Its grille is 51 feet wide
  - The badge on the Chrysler 200 grille is 31 feet in length
  - Headlight is 32 feet long
  - Its hood measures 44 feet in length and 85 feet in width
  - Its windshield is 66 feet wide and 20 feet long
  - The side-view mirrors are each 9 feet wide and 7 feet long
- The Chrysler brand logo is 98 feet wide
- The building wrap covers 14 stories of the Headquarters' tower
- It took three days to place the wrap on the tower

### **About the 2011 Chrysler 200 Sedan**

The Chrysler 200 features a beautiful all-new interior with world-class craftsmanship, more comfort and technology features. A New exterior design and new sheet metal highlights clean, sensual lines and the new face of the Chrysler brand. The mid-size sedan has best-in-class V-6 horsepower (283 horsepower) and exceptional fuel economy (19 City/29 Highway) achieved with the all-new 3.6-liter Pentastar V-6 engine which is mated to a six-speed automatic transmission. The new vehicle boasts major suspension upgrades and significantly improved acoustics resulting in an exhilarating driving experience with one of the quietest cabins in the segment. The 2011 Chrysler 200 has a starting

U.S. MSRP of \$19,995 (including \$750 destination) and is available in Chrysler showrooms today.

### **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 "family room on wheels" functionality of the Chrysler Town & Country or the sleek elegant styling of the new 200 mid-size sedan, 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 and voice command on the Chrysler 200.

The Chrysler brand is experiencing a rejuvenation and product is at the heart of it, replacing its full lineup with either all-new or significantly improved vehicles for 2011. The recently introduced new Chrysler Town & Country minivan and Chrysler 200 sedan showcase the brand's "design with purpose" that will be evident with the-soon-to-be-released all-new, next generation Chrysler 300 and the new Chrysler 200 convertible.

The 2010 Chrysler Town & Country, the best-selling minivan in the United States in 2010, continues to set the standard for the best vehicle to move people and things without sacrificing style. Through the years, Chrysler has introduced 75 minivan-first features. The redesigned 2011 Town & Country offers more than 40 standard safety features including Blind Spot Monitoring and Rear Cross Path detection. Well-equipped and achieving an EPA estimated 17 mpg city and 25 mpg highway, the Town & Country exemplifies elegant design and purposeful features that make the time on the road enjoyable for both driver and passengers.

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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