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The Chrysler Brand: Where Driving Passion Takes Flight

March 31, 2010, New York - It is only fitting that a company whose name has long served as a defining feature of one of the world's most inspiring skylines should look to make its presence once again felt on the floor of the auto show in that same city.

Without question, the energy, vibrancy and endless possibilities of New York have fueled the Chrysler brand since its founding in 1925. For Chrysler, the midtown skyline has always served as evidence that standout style, stunning design and high-quality construction will always stand the test of time. Today, Chrysler Group LLC is committed to prove the same on the streets and avenues below, and well beyond.

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.

New SafetyTec Package Surrounds Occupants With Segment-exclusive Active Safety Features

The 2010 Chrysler Town & Country delivers the minivan segment's highest levels of luxury and refinement, and now delivers segment-exclusive active safety features across the lineup with the new SafetyTec package. With its minivan segment-first innovations including Blind-spot Monitoring (BSM) and Rear Cross Path (RCP) accident-avoidance systems, the SafetyTec package raises the bar in the minivan segment.

The new SafetyTec package reinforces Chrysler Town & Country as the leader in minivan luxury and innovation, surrounding occupants with the minivan segment's most exclusive active safety features including BSM and RCP accident-avoidance systems, Parksense[®] rear-park assist, Parkview[®] rear back-up camera with Media Center™ 430 touchscreen radio and 30-gigabyte hard drive, rain-sensing windshield wipers, chromed mirrors with turn-signal lamps and BSM and RCP indicators and Electronic Vehicle Information Center (EVIC) with Tire-pressure Monitoring (TPM). The SafetyTec package offers all these safety features at a discounted package price, including some features not even available from the competition. The new SafetyTec package will be available late spring on the 2010 Chrysler Town & Country Touring, the new Touring "Plus," and standard on the Town & Country Limited.

The 2010 Chrysler Town & Country received the highest possible U.S. Government crash test rating of Five Stars in both front and side impact tests. The Insurance Institute for Highway Safety (IIHS) has also rated the Chrysler Town & Country "Good" in Frontal Occupant Protection and "Good" in Side Occupant Protection - highest rating possible.

New 2010 Chrysler Town & Country Lineup Delivers More Standard Features

Just in time for April's "Minivan Month," the new Chrysler Town & Country lineup - the best minivans to transport people and their belongings - just got better with 12 percent more standard horsepower and torque on the new 2010 Chrysler Town & Country LX model, while the new 2010 Chrysler Town & Country Touring "Plus" model is well equipped with an array of luxury appointments, entertainment features and safety equipment.

The new 2010 Chrysler Town & Country LX delivers sophisticated styling, now with more power and capability. The new Town & Country LX model features the more powerful 3.8-liter V-6 engine, delivering 197 horsepower (147 kW) and 230 lb.-ft. (312 N•m) of torque. Improving the driving dynamic is Chrysler's minivan-first six-speed Auto Stick transmission, providing fluid acceleration and smoother gear changes. Combining these new powertrain improvements with the available Trailer-tow Package, enables the new 2010 Chrysler Town & Country LX to tow 2,000 lbs. (3,800 lbs total) more than before.

In addition to its industry-exclusive Stow `n Go[®] seating and storage system with second- and third-row fold-flat seats, the new 2010 Chrysler Town & Country LX features 16-inch aluminum wheels, seven-passenger stain-repel seat fabric, three-row side-curtain air bags and Electronic Stability Control (ESC). The new 2010 Chrysler Town & Country LX will arrive at Chrysler dealerships nationwide in mid spring of 2010.

New to the Chrysler Town & Country lineup is the new 2010 Chrysler Town & Country Touring "Plus" model, loaded with some of the most family-friendly features in one of the most stylish minivans in the segment. The luxurious interior features contrasting colors with seating and trim combinations in Dark Slate Gray and Light Shale, Macassar Range wood trim paired with satin finishes on the instrument panel and doors, and two-tone perforated leather Light Shale seats with Dark Slate Gray bolsters and French-seamed stitching. Convenience features include the industry-exclusive Stow 'n Go seating and storage system, Parkview rear back-up camera, Media Center 430 radio with touchscreen and 30-gigabyte hard drive media storage, minivan-first second- and third-row 9-inch dual-DVD entertainment system, heated first- and second-row seating and LED lighting with ambient halo light ring.

Additional standard equipment on the Chrysler Town & Country Touring "Plus" includes a 3.8-liter V-6 engine and fluid six-speed Auto Stick transmission, unique seven-spoke 17-inch aluminum wheels with platinum-chromed finish, chromed belt, fascia accents and body-side moldings, and roof rack with cross bars. The new 2010 Chrysler Town & Country Touring "Plus" will arrive at Chrysler dealerships nationwide in the late spring of 2010.

And for minivan customers who want maximum style, luxury, power and convenience features, the new 2010 Chrysler Town & Country Limited now includes the SafetyTec package with segment-exclusive active safety features including BSM and RCP. The new 2010 Chrysler Town & Country Limited will arrive at Chrysler dealerships nationwide in mid spring of 2010.

New Chrysler 300 Touring "Plus" Model Adds Value and Performance

With 40 percent more horsepower and 31 percent more torque, the new 2010 Chrysler 300 Touring "Plus" model adds even more value and performance to the well-equipped and stylish 300 Touring model.

With its unique proportions, chromed grill, door handles, mirrors and body-side accents, the bold Chrysler 300 Touring "Plus" stands out in the full-size family sedan segment. And with its quality-proven rear-wheel drive architecture, the Chrysler 300 Touring "Plus" delivers confident handling and a comfortable ride for any journey.

At the heart of the new Chrysler 300 Touring "Plus" is a fuel-efficient 3.5-liter V-6 engine, delivering 250 horsepower (186 kW), 250 lb.-ft. (340 N•m) of torque and 25 highway mpg. Standard equipment in this new 300 series model includes ESC with Brake Assist and all-speed traction control, four-wheel Anti-lock disc Brake System, (ABS), supplemental side-curtain air bags, 17-inch aluminum wheels, TPM, fog lamps, cruise control, premium cloth seats and six-speaker audio system.

The new 2010 Chrysler 300 Touring "Plus" arrives at Chrysler dealerships nationwide in late spring of 2010.

New Chrysler 300S Models Add Style and Excitement to the Lineup

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 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 new 2010 Chrysler 300S (V-6 engine) and the Chrysler 300S (HEMI V-8 engine) will arrive at Chrysler dealerships nationwide in late spring 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.

The 2010 Chrysler PT Cruiser Couture Edition is now available at Chrysler dealerships nationwide.

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 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 1925.

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 industry-exclusive 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 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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