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## **Chrysler Group Celebrates 20 Years of Modern Concept Vehicles**

- Chrysler Group's design tradition has become a key strength of the company
- More than 100 concept vehicles have been developed since 1988
- Chrysler Nassau, Jeep® Trailhawk and Dodge Demon are the most recent concepts

May 24, 2007, Auburn Hills, Mich. - "Concept to reality" has become a term that epitomizes the Chrysler Group design philosophy, and many observers are hoping that it will apply to the company's concept vehicles for 2007.

Chrysler Group's latest concept vehicles clearly demonstrate a design tradition that has become a key strength of the company: an ability to design the coolest-of-cool concepts, which are as relevant as they are innovative.

This approach started with the Frankfurt Motor Show reveal of the Lamborghini-engined, cab forward-styled, four-door Chrysler Portofino concept sedan in 1987. Almost 20 years and more than 100 concepts later, this continuous development has helped Chrysler Group reinvent and maintain its reputation as a car company driven by design and engineering.

Concept vehicles have two major roles for the Chrysler Group: they showcase to management, the media and the public the potential future design direction for Chrysler Group cars and trucks, and they help to attract the best young designers in the world into its design studios.

Chrysler Group's concept vehicle program allows designers to test new colors, features, vehicle size and segments. Concepts can also be showcases for new design cues, which often find their way into production on future vehicles – even if the entire concept vehicle does not.

Importantly, the designs that are revealed to acclaim and accolade at auto shows around the world each year are not just built to look good. That is where the company's design-to-reality tradition really kicks in.

Not only does Chrysler Group produce concept vehicles that can actually be driven – especially by journalists for feedback and publicity purposes – but many ultimately become production vehicles within a few years of their first reveal. The latest example is the Dodge Challenger. First revealed as a concept at the 2006 North American International Auto Show (NAIAS) in Detroit, it was announced that the Challenger will go into production in 2008.

According to Trevor Creed, Senior Vice President – Product Design Office, Chrysler Group, "We've always said at Chrysler that we don't just produce concepts for fun. We have proved year after year that our concepts are innovative and relevant.

"Our track record shows that many Chrysler Group concepts, and several of the design features showcased on our concept vehicles, have gone into production," he added. "While we can't say yet if any of our 2007 concepts will eventually be seen in our showrooms, they clearly hint at exciting and innovative future design directions that could find their way into our company's products."

### **2007 Concept Vehicles**

This year's group of concept vehicles includes one for each of the Chrysler Group's brands. Combining refinement, function and style, the Chrysler Nassau concept explores a new expression of the Chrysler brand. First shown at the 2007 NAIAS, the four-door, four-passenger Nassau luxury coupe is a more emotional and artistic articulation of what it means to be a Chrysler.

The Jeep® Trailhawk, which also had its premiere at the 2007 NAIAS, merges the spectrum of the Jeep brand by

combining the core off-road features of the new Jeep Wrangler Unlimited with the refined sophistication of an all-new on-road, open-air concept vehicle, providing a unique and fresh expression for Jeep.

The Dodge Demon is a compact, nimble “roadster with an attitude” – a perfect balance of classic sports car proportion and simplicity blended with modern design and performance. The vehicle is designed to be an affordable Dodge sports car that merges brand cues of bold design and powerful performance with an open-air “fun-to-drive” attitude. This concept had its debut at the 2007 Geneva Motor Show.

### **Twenty Years of Modern Concept Vehicles**

The Chrysler Group has a long history of innovation in design and engineering, going back even as far as the first 1924 Chrysler sedan. In the modern era, since 1988, the company has created more than 100 concept vehicles in a variety of shapes, sizes, configurations and materials.

#### 1988

Chrysler Portofino  
Plymouth Slingshot

#### 1989

Chrysler Millennium  
Dodge Dakota Sport V-8  
Dodge Intrepid  
Dodge Viper RT/10  
Jeep Wrangler Rubicon  
Jeep Z5 Concept 1  
Plymouth Speedster  
Plymouth Voyager III

#### 1990

Dodge Daytona RT  
Dodge LRT  
Eagle Optima  
Jeep Freedom

#### 1991

Chrysler 300M  
Dodge Neon  
Jeep Wagoneer 2000

#### 1992

Chrysler Cirrus  
Dodge Epic

#### 1993

Chrysler Patriot  
Chrysler Thunderbolt  
Jeep Ecco  
Plymouth Prowler

#### 1994

Chrysler Pacifica  
Dodge Aviat  
Dodge Ram VTS  
Dodge Venom  
Dodge Viper GTS Coupe  
Eagle Vision Aerie  
Plymouth Espresso

#### 1995

Chrysler Atlantic  
Eagle Jazz  
Plymouth Back Pack

#### 1996

Chrysler Composite Concept Vehicle  
Chrysler LHX  
Dodge Intrepid ESX

#### 1997

Chrysler Phaeton  
Dodge Concept  
Dodge Sidewinder  
Dodge T-Rex  
Jeep Cherokee Casablanca  
Jeep Dakar  
Jeep Icon  
Jeep Wrangler Tabasco  
Jeep Wrangler Ultimate Rescue  
Plymouth Pronto

#### 1998

Chrysler Chronos  
Dodge Big Red Truck  
Dodge Intrepid ESX2  
Jeep Jeepster  
Plymouth Pronto Cruiser  
Plymouth Pronto Spyder

#### 1999

Chrysler Citadel  
Dodge Charger R/T  
Dodge Power Wagon  
Jeep Commander  
Jeep Journey

#### 2000

Chrysler 300 Hemi® C  
Chrysler GT Cruiser  
Chrysler Java  
Chrysler Panel Cruiser  
Dodge ESX3  
Dodge MAXX cab  
Dodge Neon SRT  
Dodge Viper GTS/R  
Jeep Varsity  
Plymouth Howler

#### 2001

Chrysler Crossfire  
Dodge Powerbox  
Dodge Super8 Hemi  
Jeep Willys

#### 2002

Chrysler California Cruiser  
Chrysler Pacifica

Dodge M80  
Dodge Razor  
Jeep Compass  
Jeep Willys

2003

Chrysler Airflite  
Chrysler 300C  
Dodge Avenger  
Dodge Durango  
Dodge Kahuna  
Dodge Magnum  
Dodge Tomahawk  
Jeep Treo

2004

Chrysler ME Four-Twelve  
Dodge Sling Shot  
Jeep Rescue

2005

Chrysler Akino  
Chrysler Firepower  
Dodge Caliber  
Dodge Nitro  
Jeep Compass  
Jeep Gladiator  
Jeep Hurricane  
Jeep Patriot

2006

Chrysler Imperial  
Dodge Avenger  
Dodge Challenger  
Dodge Hornet

2007

Chrysler Nassau  
Dodge Demon  
Jeep Trailhawk

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