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2006 Chrysler Crossfire Market Position and Advantages

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Market Position

Chrysler Crossfire Coupe and Crossfire Roadster are the Chrysler brand's first modern-day two-seat sports cars. With evocative styling and graceful performance, Chrysler Crossfire Coupe and Crossfire Roadster are the ultimate expression of the Chrysler brand. Both models represent the sports car of the future, as they combine stunning design with proven engineering.

The Chrysler Crossfire captures the dream of the original American sports touring car, albeit as a very modern expression of this idea.

The addition of the Roadster model greatly enhances the appeal of the Crossfire, as more than 60 percent of the segment sales are comprised of roadsters and convertibles.

Market Advantages

Chrysler Crossfire Coupe, measured dynamically, has a body structure that is twice as stiff as a Porsche Boxster and as stiff as a Porsche 911. This technical achievement allows Crossfire Coupe to demonstrate sedan-like ride comfort, without sacrificing the handling characteristics that true sports cars require.

Chrysler Crossfire Roadster offers exceptional body torsional stiffness (29.2 Hz) and more torque (229 lb.-ft.) than Porsche Boxster (192 lb.-ft.) and BMW Z4 (214 lb.-ft.).

Chrysler Crossfire Roadster offers a hard tonneau cover for the cloth top, a feature not available on competitors like Audi TT, BMW Z4 or Porsche Boxster.

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