

2005 Chrysler Crossfire Roadster Receives 500,000th Design Patent from U.S. Commerce Department

February 10, 2005, Auburn Hills, Mich. -

While design has always been a trademark of the Chrysler Group, the United States' Commerce Department Patent and Trademark Office made it official today by granting its 500,000th design patent to DaimlerChrysler Corporation for the automobile body design of the 2005 Chrysler Crossfire Roadster.

"The presentation of the 500,000th design patent is truly a historic event," said U.S. Commerce Secretary Carlos M. Gutierrez. "U.S. automobiles have long been known for their forward looking designs and the Chrysler Crossfire provides one excellent example of this."

According to the Patent and Trademark Office, a design patent may be granted to anyone that invents a new, original and ornamental design for an article. The objective of design patent protection is to encourage the decorative arts by giving certain new, original and ornamental appearances to an article to enhance its commercial value and broaden its demand.

"With the Chrysler Group's identity firmly rooted in design, the Chrysler Crossfire has played its part in the furthering this goal for the Chrysler brand," said Trevor Creed, Senior Vice President – Chrysler Group Design. "We are honored with this recognition from the U.S. Patent and Trademark Office and I am extremely proud of the team that produced the Crossfire Roadster."

First revealed as a production model with overwhelming acclaim at the 2004 North American International Auto Show in Detroit, Mich., the Chrysler Crossfire Roadster joined the coupe version for 2005. The Roadster version enhances the appeal of the Chrysler Crossfire, as more than 60 percent of the two-seat sports car segment's sales are comprised of roadsters and convertibles.

Design patent protection in the United States was first provided by the Patent Act of 1842. The United States Patent and Trademark Office received more than 23,000 design patent applications in 2004, and is expected to receive more than 25,000 design patent applications this year.

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