

Chrysler Introduces Premium Care Plan for 2004 Crossfire and Pacifica

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- Chrysler to Provide Complimentary Loaner Vehicles to Crossfire and Pacifica Owners
- Program Effective Immediately
- Fully Transferable to Subsequent Owners
- Premium Care for Premium Vehicles

With the launch of the all-new 2004 Chrysler Crossfire and Pacifica, the Chrysler brand continues to pave a path to premium positioning in the marketplace. Today the brand moved further down that path with the introduction of its Chrysler Premium Care Plan.

The Chrysler Premium Care Plan entitles all Crossfire and Pacifica owners to a no-charge loaner vehicle any time scheduled maintenance or non-body shop repair is required during the initial three-year/36,000 mile warranty period. This, combined with 24-hour towing assistance, ensures that a Chrysler customer will not be left stranded.

Chrysler Crossfire and Pacifica owners will be automatically enrolled into this program, free of charge, at the time of vehicle purchase or lease. Customers who have already taken delivery of their vehicle will receive their service contract automatically via mail.

The Premium Care Plan includes:

- 7 year/ 70,000 mile Powertrain Limited Warranty
- 3 year/ 36,000 mile Basic Limited Warranty
- Complimentary loaner vehicle for scheduled dealer visits
- 24/7 towing assistance

"We're enhancing Chrysler's comprehensive warranty and service package by offering loaner vehicles free of charge to Crossfire and Pacifica owners who come in for scheduled service or maintenance," said Tom Marinelli, Vice President, Chrysler Marketing, DaimlerChrysler Corporation. "Providing a complimentary loaner vehicle to our customers will give our owners yet another convenience and the opportunity to test-drive another Chrysler vehicle. We already have one of the most comprehensive warranties in the industry. This additional feature further augments our commitment to customer service and demonstrates the confidence we have in our products."

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