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## **2007 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 agile performance, Chrysler Crossfire Coupe and Crossfire Roadster are real alternatives to the offerings from the import power brands. Both models combine stunning design with proven engineering to produce the dream of the original American sports touring car with European precision.

### **Demographics**

Coupe:

- Gender: 49 percent male/51 percent female
- Age: 52 years old (median); 60 percent baby boomers (47-60 years old)
- Marital Status: 62% married
- Household Income: \$78,420 (median)

Roadster:

- Gender: 60 percent male/40 percent female
- Age: 55 years old (median); 47 percent baby boomers
- Marital Status: 68% married
- Household Income: \$96,220 (median)

### **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 such as Audi TT, BMW Z4 or Porsche Boxster

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