

Contact: Bryan Zvibleman  
Rick Deneau

## **Crossfire: The Ultimate Expression of the Chrysler Brand**

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No other automotive brand has changed as dramatically as the Chrysler brand during the past 10 years. The 2004 Crossfire, along with the all-new 2004 Chrysler Pacifica, will continue the Chrysler brand renaissance.

"We hit the sweet spot in every single segment that we either invented or competed in," said Tom Marinelli, Vice President – Chrysler Marketing. "From Chrysler PT Cruiser to Pacifica to Town & Country, every one of our vehicles offer breakthrough design, innovative packaging, and exceptional performance. Combined with the introduction of Chrysler Pacifica, Crossfire will play a key role in elevating the brand to an even more premium position."

By combining passionate American design with proven German engineering, Chrysler Crossfire will effectively expand Chrysler's premium product portfolio and further build the image of the brand.

"Crossfire is the ultimate expression of the Chrysler brand," said Marinelli. "Chrysler Crossfire will attract incremental consumers who may have never considered buying a Chrysler. More specifically, Chrysler Crossfire will attract new buyers into our showrooms including luxury import owners or intenders."

Target consumer demographics for Chrysler Crossfire is 55 percent male and 45 percent female. In addition, 60 percent have college degrees, are married and between the ages of 35 and 50. The average annual income is more than \$150,000. For many, Crossfire will be used as a secondary vehicle in the household.

Chrysler brand's mission is to offer a broad range of premium automobiles that showcase expressive design, refined functionality, romantic allure, and graceful, confident performance and handling. Chrysler's complete award-winning brand portfolio includes Pacifica, 300M, Concorde, PT Cruiser, Sebring Sedan, Sebring Coupe, Sebring Convertible, Town & Country, Voyager and Crossfire.

"We will continue to build cars that people will fall in love with, aspire to own and are proud to drive," said Marinelli. "With its evocative styling and graceful, confident performance, the 2004 Chrysler Crossfire exceeds these expectations."

With the introduction of the all-new 2004 Chrysler Crossfire and Pacifica, the Chrysler brand continues to build momentum. Chrysler brand sales have nearly quadrupled to 481,000 units in 2002 from 130,542 units in 1991.

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