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Chrysler Roadster Continues the Chrysler Brand's Rapid-Fire Product Offensive and Decade-Long Growth

- Sales increase of 109 percent since 1993
- Momentum continues with five new models set to debut in 2004
- Path to premium positioning continues to be in the product – not the price

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“The new 2005 Chrysler Crossfire Roadster is absolutely stunning,” said Jeff Bell, Vice President – Chrysler. “The styling, technology and performance get the adrenaline flowing. This spring, the car to be seen in is the Chrysler Crossfire Roadster.”

Chrysler brand sales have spiked a remarkable 109 percent over the past decade, from 221,990 in 1993 to more than 463,000 units in 2003. In addition, led by the introduction of both the Chrysler Pacifica and Chrysler Crossfire coupe last year, sales of the Chrysler brand jumped 24 percent during the fourth quarter of 2003 – creating even more momentum for the brand as it launches additional new product in 2004.

Sales of the Chrysler Pacifica sports tourer totaled 56,560 units in just eight months on the market in 2003. With its segment-busting packaging – including three rows of seats for up to six passengers – Pacifica posted eight consecutive months of increasing retail sales in 2003, making it a segment leader surpassing the Lexus RX330, Acura MDX, Volvo XC90 and Buick Rendezvous.

Now, the Chrysler brand is poised to introduce five new models in 2004 that will continue to solidify its sales and image momentum in the volume segment – the Chrysler Crossfire Roadster, Chrysler Crossfire SRT6 Coupe and Roadster, Chrysler PT Cruiser Convertible, Chrysler Town & Country Minivan and Chrysler 300.

“Simply put, the path to premium for the Chrysler brand is measured by what’s in the product, not the price,” said Bell. “Our objective is to grow our market share and brand image through our elegant designs, inspired engineering and exceptional value. We will continue to defy conventional wisdom with our product offerings.”

The Chrysler PT Cruiser Convertible proves that a convertible can look great top up or down, and be spacious enough for four adults. The Chrysler Crossfire SRT6 Coupe and Roadster, with 330 horsepower, provides engineering and performance along with classic Chrysler design.

“We show the same level of inspired engineering solutions with the first Stow 'n Go seating and storage system on the new 2005 Chrysler Town & Country,” added Bell, “While the all-new Chrysler 300 redefines the classic American car with its best-in-class interior, stunning design, rear-wheel drive, and available 5.7-liter 340 horsepower Hemi V-8.” All Chrysler brand products are competitively priced and offer exceptional value in their segments:

- The 2005 Chrysler PT Cruiser Convertible is the lowest-priced four-passenger convertible car available in the United States (starting at \$19,995)
- The 2005 Chrysler 300 starts at \$23,595 and is a \$1,130 better value than the exiting 2004 Chrysler Concorde LX
- The new 2005 Chrysler Town & Country – including the Stow 'n Go seating and storage system – delivers exceptional value to consumers by adding more than \$3,000 in features and reducing pricing by an average of \$3,000 per model

“Many of our new models, including Chrysler 300 and Chrysler Town & Country, offer significantly better value in

terms of content and price than the vehicles they replace,” said Bell. “With five new products hitting the marketplace early this year, the Chrysler brand is poised to build on its recent success and will continue to grow.”

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