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2006 Chrysler PT Cruiser Market Position and Advantages

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MARKET POSITION

Chrysler PT Cruiser continues to draw buyers from all segments. It is positioned at the heart of the compact car segment while maintaining affordable image models at the upper end. Priced right, the Chrysler PT Cruiser offers just about anything a compact car buyer wants and a great deal more, including excitement, unexpected features and versatility. Chrysler PT Cruiser breaks the paradigm of a compact car, which makes the buyer feel exceptional.

MARKET ADVANTAGES

- The Chrysler PT Cruiser is updated for the 2006 model year, with a new exterior, new interior and increased performance
- Chrysler PT Cruiser has a distinct advantage with features, content, size and versatility. PT is a "step up" from a compact car, and not a "step down" from a mid-size vehicle

The PT Cruiser sedan offers an affordable model lineup plus:

- Quality – Recommended by leading consumer publications; winner of Strategic Vision's 2005 Total Quality Index for small multi-function vehicle and the Good Housekeeping Institute's "What Women Want" award.
- Versatility – PT Cruiser's tall profile contributes to its command-of-the-road seating and flexible interior space. With the flip/fold/tumble seats (removable rear) and the available fold-flat front passenger seat and movable rear shelf, the interior can be configured in 160 different ways.
- Power – 150-horsepower engine beats most compact cars; 180-horsepower and 230-horsepower engines beat them all.
- Style – A dramatic alternative to the "sea of sameness" that typifies most car segments. The PT Cruiser's unique exterior design celebrates the American custom car era with bulging fender forms, chrome details and a strong wheels-to-the-corner stance.

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