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## **2006 Chrysler PT Cruiser Convertible Market Position and Advantages**

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### **MARKET POSITION**

The 2006 Chrysler PT Cruiser Convertible is positioned in the heart of the convertible segment, and along with the best-selling Chrysler Sebring Convertible and Chrysler Crossfire Roadster make Chrysler "America's Convertible Company." While the convertible segment is relatively small at about 315,000 annual units, volume in the luxury specialty segment increased almost 50 percent in the last four years, and the standard luxury segment was up more than 40 percent, demonstrating potential growth on several levels within the market. The Chrysler PT Cruiser Convertible draws from the entire convertible segment, in addition to appealing to those who may not have considered a convertible before.

### **MARKET ADVANTAGES**

- The 2006 Chrysler PT Cruiser Convertible offers cool PT Cruiser styling with versatility and flexibility not found in other convertible models
- Aimed squarely at the middle "sweet spot" of the 315,000-unit-per-year segment, the Chrysler PT Cruiser Convertible has distinctive PT Cruiser styling, making it both the convertible to be in and the convertible to be seen in
- Only the Chrysler PT Convertible offers the PT Cruiser's distinctive, one-of-a-kind styling that looks as good on the inside as it does on the outside
- Besides its styling, the Chrysler PT Cruiser Convertible is unique in the segment because it has a versatile back seat (Fold and Tumble™ rear seats) and a pass-through trunk
- Driving experience shows that the Chrysler PT Cruiser Convertible is extremely quiet with top up or down and offers a level of ride handling not typically found in the segment
- Chrysler PT Convertible has two available turbocharged engines (180 horsepower or 230 horsepower), which is unique among its competitors

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