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Chrysler Takes Employee Pricing to the Showroom with Employee Pricing Plus

July 5, 2005, Auburn Hills, Mich. - Chrysler Group customers shopping for a new Chrysler, Jeep® or Dodge vehicle will now pay the same price as our 80,000 employees worldwide, plus receive cash back. Today is the beginning of Chrysler Group's Employee Pricing Plus program, which launches in the U.S. and Canada on qualifying Chrysler, Jeep and Dodge vehicles.

The U.S. version of Employee Pricing Plus program gives customers the same price available to Chrysler Group employees, plus up to an additional \$3,500 cash back on qualifying vehicles. Details of the Canadian program, which is the first to be offered in Canada, will be provided in a separate release from DaimlerChrysler Canada, Inc.

"Our lineup includes some of the best-looking, most innovative, safest and most awarded products in the industry," said Joe Eberhardt, Chrysler Group Executive Vice President - Global Sales, Marketing and Service. "Today, we top that by offering employee prices plus cash back. For our customers, it's the best of both worlds - the hottest products at the most competitive prices."

Most 2005 Chrysler Group vehicles are eligible for the Employee Pricing Plus program including best sellers like the Dodge Ram pickup, Dodge Durango SUV, Chrysler and Dodge minivans with the exclusive Stow 'n Go™ seating system and the Chrysler PT Cruiser.

A national advertising campaign kicks off on Wednesday, July 6, 2005 to support the Employee Pricing Plus program and make customers aware of the specific vehicle savings available. The advertising campaign will include television, radio, print and internet as well as local advertising by dealers. The Employee Pricing Plus program will run through August 1, 2005.

Vehicles excluded from the Employee Pricing Plus program include the 2005 Chrysler 300, Dodge Magnum, all 2006 models, Dodge Sprinter van, Dodge Viper, Jeep Liberty Diesel and all SRT models.

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