

Chrysler Wants to Show Off Your Customized Chrysler Brand Vehicle

Chrysler brand launches the "Chrysler Custom Challenge" on Facebook

- Grand prize winner will receive a trip to the 2014 North American International Auto Show (NAIAS) in Detroit, a luxury vacation package for two and a two-year lease of a Chrysler vehicle
- Three contest finalists will attend the 2013 Specialty Equipment Market Association (SEMA) show on Nov. 8 in Las Vegas
- Participants can enter the "Chrysler Custom Challenge" via the Chrysler brand's Facebook page (www.facebook.com/Chrysler)

April 30, 2013, Auburn Hills, Mich. - The Chrysler brand is giving its fans a platform to showcase their customized Chrysler brand vehicles through a new contest launching today on the brand's Facebook page (www.facebook.com/Chrysler). Chrysler brand vehicle owners can compete for the chance to earn the title of "Chrysler Custom Challenge Champion" and a trip to the 2014 North American International Auto Show (NAIAS) in Detroit, a luxury vacation package for two and a two-year lease of a Chrysler vehicle.

"The Chrysler brand is looking for those enthusiasts whose love for the brand is expressed through their vehicles. We've seen and met many of them at the various car shows and events, but we know there are many more out there," said Saad Chehab, President and CEO – Chrysler brand, Chrysler Group LLC. "We want to meet our top enthusiasts so we can not only share their passion, but reward them for their creativity, dedication and loyalty to the Chrysler brand."

Now through Monday, June 24, fans can visit the "[Custom Challenge](#)" tab on the Chrysler brand Facebook page to enter the contest. Fans will be able to submit an image of their customized Chrysler brand vehicle along with a brief description of what customizations they have given to their vehicle to make it unique. Now through Monday, July 1, entries will be available for public voting in the contest gallery. Three finalists and ten runner-up winners will be selected by a combination of judges' scores and public votes.

Starting Tues., Sept. 10, professional videos of the finalists' modified vehicles will be shared on Facebook and YouTube. Fans of the Chrysler Facebook page can visit the tab to watch the exclusive video content and vote on their favorite customizer.

The top three finalists will be invited to attend the 2013 Specialty Equipment Market Association (SEMA) show in Las Vegas Friday, Nov. 8 where a panel made up of automotive industry and Chrysler brand representatives will judge the modified vehicles to determine a winner based on a combination of the judges' scores and public votes.

For more information on the "Chrysler Custom Challenge" contest, please visit www.facebook.com/Chrysler.

NO PURCHASE NECESSARY. The Chrysler® "Custom Challenge" Contest starts at 10 a.m. Eastern time April 26 and ends at 9:59:59 a.m. Eastern time June 24. Open only to eligible legal residents of the 48 contiguous U.S. States/D.C., at least 18 years old at time of entry. For Official Rules, entry instructions and requirements, prize details, restrictions, etc., visit www.facebook.com/Chrysler. Void in Alaska, Hawaii, and where prohibited or restricted by law.

Sponsor: Chrysler Group LLC, 1000 Chrysler Drive, Auburn Hills, Mich., 48326-2766. This Contest is in no way sponsored, endorsed or administrated by, or associated with, Facebook.

About Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology all at an extraordinary value since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of the Chrysler 200 Sedan and Convertible, or the family room on wheels functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country, the fuel-saving Fuel Saver Technology in the Chrysler 300 and Uconnect phone utilizing Bluetooth technology on the Chrysler 200 and Chrysler 200 Convertible.

The world-class interior of the Chrysler Town & Country minivan is beautifully crafted with high-quality materials that are soft to the touch, and offers tech-savvy entertainment features and smart storage and seating options including Stow 'n Go® seating with one-touch fold-down function, dual DVD entertainment system, navigation and SIRIUSXM satellite radio with Travel Link making the Chrysler Town & Country the ultimate family vehicle. A 3.6-liter Pentastar V-6 engine is a "Ward's 10 Best Engine" and produces a best-in-class 283 horsepower and is mated to a six-speed automatic transmission with a fuel economizer mode. Town & Country achieves 17 miles per gallon in the city, 25 on the highway.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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