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Chrysler Brand Reinforces Commitment to Markets Outside North America with Debut of Chrysler 300C Concept Family

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The Chrysler brand is continuing its rapid-fire succession of innovative new product introductions that will solidify its standing as a premium "badge" in international markets.

Hot on the heels of the all-new Chrysler Crossfire sports coupe, the worldwide debut of the Chrysler 300C concept sedan at the 2003 New York International Auto Show emphasised the brand's renewed commitment to the premium sedan segment. That is now followed by the worldwide reveal of the new Chrysler 300C Touring concept at the 2003 IAA in Frankfurt.

The Chrysler 300C concept family's striking new proportions combine classic Chrysler design and power with proven DaimlerChrysler technology. Marking the brand's return to a rear-drive, V-8-powered automobile for the first time in more than a decade, the 300C concepts pay homage, albeit in a very contemporary way, to the first "letter series" Chrysler 300s, which combined performance and prestige like no other brand at the time.

"The Chrysler 300C concepts are solid proof that we will continue to build vehicles that people will fall in love with, aspire to own and be proud to drive," added Hausch. "With a combination of elegance, performance and craftsmanship, the 300C family embodies the very essence of the Chrysler brand."

Chrysler Voyager and Grand Voyager minivans are the top-selling Chrysler Group vehicles in Europe, comprising more than one-fourth of total sales. The new Chrysler Crossfire, along with the turbo-powered Chrysler PT Cruiser GT, will be arriving in European showrooms this year. The PT Cruiser Cabrio will join the Chrysler line-up in the spring of 2004, followed by production versions of the new Chrysler 300C sedan and Touring concepts late next year.

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