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## **Introducing Chrysler's First SUV: All-new 2007 Chrysler Aspen**

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Boasting elegant Chrysler styling, unsurpassed capability and performance, and abundant premium amenities, the all-new 2007 Chrysler Aspen is the latest addition to the Chrysler brand showroom – a premium SUV that is a value alternative to luxury-priced competitors.

"The all-new 2007 Chrysler Aspen offers customers guilt-free indulgence," said George Murphy, Senior Vice President – Global Brand Marketing, Chrysler Group. "Loaded with premium features, stunning Chrysler design, fuel-saving MDS technology, abundant standard safety features and best-in-class horsepower, torque and interior room, Chrysler Aspen offers more for less."

Compared with large sport-utility vehicles (SUVs), the all-new 2007 Chrysler Aspen is more fuel-efficient and maneuverable. Compared with full-size SUVs, Chrysler Aspen features more interior passenger space and cargo room, coupled with unmatched towing and hauling capability.

### **"WHAT'S NEW FOR 2007"**

#### **New Models**

Chrysler's first SUV, available in:

- "Limited" two-wheel-drive (rear drive) configuration
- "Limited" 4x4 configuration offering all-wheel-drive (AWD) capability

#### **Exterior**

- Signature chromed grille carries "face of Chrysler" and inspired by V-10 powered "Chronos" concept
- Inspiration from Chrysler 300 and Crossfire enables exterior form and function carrying promises of refined engineering at an unexpected value
- Sculpted hood, chromed fascia, fog lamps, projector lamps all contribute to Chrysler-promised aesthetics that boast individualism combined with common sense

#### **Interior**

- Standard three-row seating delivers spacious and sophisticated design
- Available eight-speaker Infinity® theatre-style surround sound system
- Best-in-class cargo capacity = 68.4 cubic feet (third row folded)

#### **Powertrain / Chassis**

- Standard next-generation 4.7-liter Magnum®, SOHC, 16-valve SMPI V-8 engine produces 235 bhp @ 4600 rpm
- Available 5.7-liter HEMI® V-8 engine features best-in-class 335 horsepower and 370 lb.-ft. of torque
- HEMI® V-8 engine equipped with Multi-displacement System (MDS) seamlessly alternates between four-cylinder mode when less power is needed and V-8 mode when more power is in demand
- Standard rear-wheel-drive system
- Two-speed transfer case is standard with 4x4 models and can feature an all-wheel-drive (AWD) mode and four-wheel-drive "high" and "low" modes (torque split = 48/52, front/rear)
- Both available transfer cases feature 48/52 torque split between front and rear axles when AWD mode is selected
- Hydroformed frame and independent front suspension with rack-and-pinion steering (turning circle = 39.9

ft.)

- Rear suspension with coil springs and a solid rear axle delivers durability, substantial payload and best-in-class towing capability (max capacity = 8950 lbs.)
- "Tow/Haul" transmission provides crisp shifts and reduces gear searching by holding the lower gear longer. System also selects a lower gear under downhill conditions
- Available 20-inch wheels and tires

### **Safety and Security**

- Advanced multi-stage air bag system
- Anti-lock-braking system
- Brake Assist
- Child Seat Anchor System
- Constant force retractors
- Energy-absorbing steering column
- Electronic Roll Mitigation (ERM)
- Electronic Stability Program (ESP)
- ParkSense® Rear Back-up System
- Seatbelt pretensioners
- Side-curtain air bags
- Side-impact door beams
- Tire Pressure Monitoring (TPM) System

### **DESIGN**

"With a unique and distinctive design, the all-new 2007 Chrysler is the 300C of the SUV segment," said Trevor Creed, Senior Vice President – Design, Chrysler Group. "Encompassing design cues from Chrysler 300 and Crossfire, including the signature chromed grille and sculpted hood, Aspen is an elegant and richly appointed premium SUV that is unmistakably Chrysler."

With inspiration from eye-catching designs including Chrysler 300 and Crossfire, the all-new 2007 Chrysler Aspen exudes Chrysler brand attributes of innovative engineering and elegance at a great value.

Chrysler Aspen's chromed grille – the "face" of Chrysler – is signature Chrysler 300, inspired by the memorable V-10-powered Chrysler Chronos concept car that debuted at the North American International Auto Show in 1998. Chrysler wings flow seamlessly into the grille header and contain the gold seal of the brand, providing a proud and instantly recognizable design cue.

Chrysler Aspen's front and rear fenders, rear doors and rear-quarter panels feature clean, precise angles, creating a seamless profile. Individual chromed "CHRYSLER" lettering adorns the bodyside on each of the front doors. Chromed accents on bodyside moldings, door handles, side mirrors, belt molding and roof rack, as well as available 20-inch chromed wheels, add premium panache.

### **ENGINEERING**

"With the most powerful engine in its class – the 5.7-liter HEMI® V-8 – the all-new 2007 Chrysler Aspen delivers unrivaled capability and performance with fuel-saving MDS technology," said Mike Donoughe, Vice President – Body-on-frame Product Team. "Impressive off-the-line acceleration combined with enough torque to tow 8,950 lbs., Chrysler Aspen is a premium SUV where beauty is backed with brawn."

The all-new 2007 Chrysler Aspen provides best-in-class horsepower and torque with the towing and hauling capability of a large SUV and the fuel efficiency of smaller full-size SUVs.

The optional 5.7-liter HEMI V-8 engine, featuring Chrysler Group's fuel-saving Multi-Displacement System (MDS), delivers best-in-class 335 horsepower (335, or 257 kW) and 370 lb.-ft. (509 N•m) of torque. Without compromising performance, the all-new 2007 Chrysler Aspen's HEMI V-8 engine seamlessly alternates between four-cylinder mode when less power is needed and V-8 mode when more power is in demand.

Chrysler Aspen's standard powertrain is the 235-horsepower (175 kW), 4.7-liter Magnum® V-8 engine with 300 lb.-ft. (393 N•m) of torque, providing smooth and responsive performance. The 4.7-liter V-8 engine is E-85 compatible, earning the flexible-fuel vehicle (FFV) designation that provides customers the option of operating their Aspen on

ethanol, gasoline or a mixture of the two. The 4.7-liter and 5.7-liter V-8 engines are mated to a five-speed automatic transmission.

Chrysler Aspen features a smooth and quiet ride, with precise handling – benefits of a torsionally stiff, hydroformed frame and independent front suspension with rack-and-pinion steering. Suspension and steering are finely tuned to deliver superior ride and steering feel, courtesy of consistent frame dynamics.

Adding to Chrysler Aspen's confident and highly capable driving experience is a unique rear suspension with coil springs and a solid rear axle that delivers durability, substantial payload and best-in-class towing capability. A Watt linkage system is fitted to the rear axle, centering the axle and reducing rear-end skate over rough surfaces. The rear suspension supports a Gross Vehicle Weight Rating (GVWR) of 6,700 lbs. and towing capacity of 8,950 lbs.

The all-new 2007 Chrysler Aspen offers two all-wheel-drive (AWD) electronic-shift transfer cases. A single-speed transfer case is standard with 4x4 models that feature the 4.7-liter V-8 engine. The single-speed transfer case provides all-wheel-drive (AWD) and four-wheel-drive "high" operating modes.

A two-speed transfer case is standard with 4x4 models that feature the 5.7-liter HEMI V-8 engine (AWD). Chrysler Aspen's two-speed transfer case features an all-wheel-drive (AWD) mode and four-wheel-drive "high" and "low" modes. Both transfer cases feature a 48-52 torque split between front and rear axles when AWD mode is selected.

## **PRODUCT HIGHLIGHTS**

### **First Chrysler SUV**

- The "300" of SUVs comes loaded with performance, premium amenities and fuel-saving MDS technology

### **Styling: Elegant Chrysler Styling in an SUV**

- Signature Chrysler chromed grille, winged badge and sculpted hood; available 20-inch chromed wheels and eye-catching chrome accents
- Interior boasts rich wood-grain accents; available two-tone leather seats and second-row bucket seats with center console provide a first-class passenger environment
- Bigger than its full-size SUV competitors yet smaller than large SUV competitors, Chrysler Aspen is a luxury SUV in a class all its own

### **Engineering: Unmatched Capability and Performance**

- Best-in-class powertrain with 5.7-liter HEMI® V-8 delivers 335 horsepower and 370 lb.-ft. of torque. The 4.7-liter Magnum V-8 provides 235 horsepower and 300 lb.-ft. of torque.
- Multi-displacement System (MDS) standard with the 5.7-liter HEMI V-8 engine, seamlessly alternates between four-cylinder mode when less power is needed and V-8 mode when more power is in demand
- Best-in-class towing of 8,950 lbs. and a Gross Vehicle Weight Rating of 6,700 lbs.
- Four-wheel-drive system features standard full-time, all-wheel drive and available low range
- Seating for up to eight adults, and best-in-class cargo volume behind the second-row seat

### **Equipment: Loaded with Upscale Amenities and Safety Features**

- Available power rear liftgate, remote start, security system, heated front- and second-row seats, rear-seat DVD entertainment system, UConnect®, full-screen navigation radio and SIRIUS Satellite Radio
- Standard Electronic Stability Program (ESP), anti-lock brakes and next-generation front air bags are standard; ParkSense™ Rear Back-up detection System, Tire Pressure Monitoring (TPM) and side-curtain airbags with roll sensing are also available

### **Value: Alternative to Luxury-priced SUVs**

- Vehicle alternative to competitors including the Cadillac Escalade, Lexus GX 470 and Lincoln Navigator, offering equal or better content

## **MODEL LINEUP**

## **2007 Chrysler Aspen Limited**

### Standard Features

- E-85-compatible, 4.7-liter V-8 engine (FFV)
- Five-speed automatic transmission
- Light-emitting-diode (LED) interior lighting
- Express up and down power windows
- Power door locks
- 18-inch aluminum wheels
- Electronic Stability Program (ESP)
- YES Essentials® stain-resistant fabric
- Leather-wrapped steering wheel
- Leather-wrapped center console

### Optional Equipment

- 5.7-liter HEMI V-8 engine
- Two-speed transfer case (four-wheel-drive models)
- Running boards
- Power liftgate
- Six-disc CD player
- SIRIUS Satellite radio
- Full-screen navigation system
- 20-inch chrome wheels
- Memory system
- Dual-zone automatic temperature control
- Adjustable pedals
- Heated seats (first and second row)
- Second-row bucket seats
- Power sun roof
- ParkSense® rear park assist
- Rear-seat entertainment system
- Remote start
- Trailer tow package
- 3.92 axle ratio
- UConnect™ Hands-free Communications System

## **SAFETY AND SECURITY FEATURES**

Please refer to the [Safety Glossary](#) for descriptions of the following available features:

- Advanced Multi-Stage Air Bag System
- Anti-Lock-braking System (ABS)
- Brake Assist
- Child Seat Anchor System
- Constant Force Retractors
- Energy-Absorbing Steering Column
- Electronic Roll Mitigation (ERM)
- Electronic Stability Program (ESP)
- ParkSense™ Rear Back-up Detection System
- Pretensioners
- Side-curtain Air Bags
- Side-impact Door Beams
- Tire Pressure Monitoring (TPM) System

## **COLOR AVAILABILITY**

- Brilliant Black

- Cognac Red
- Cool Vanilla
- Light Khaki
- Bright Silver Metallic
- Marine Blue
- Mineral Gray Metallic
- Steel Blue Metallic

#### **MANUFACTURING INFORMATION**

- Production start: August 2006
- Production location: Newark Assembly Plant in Newark, Del.
- 5.7-liter HEMI V-8 engine: Saltillo Engine Plant in Saltillo, Mexico
- 4.7-liter V-8 engine: Mack Avenue Engine Plant 1 in Detroit
- 5-speed automatic transmission: Indiana Transmission I in Indianapolis

#### **MARKET POSITION**

The Chrysler Aspen is the right premium SUV at the right time. Aspen is the newest arrival, with more style, looks, technology and comfort all at a great value – the perfect package for individuals seeking a premium sport-utility vehicle. For these buyers, owners and intenders who are having second thoughts about sport utilities, the Aspen offers guilt-free indulgence. The Aspen is not too big, possesses fuel-saving technology and has the same premium amenities and looks of luxury competitors but for thousands of dollars less.

#### **Demographics**

- Gender: 55 percent male/45 percent female
- Age: 45-55
- Median Annual Household Income: \$100,000
- Household: 85 percent married

#### **MARKET ADVANTAGES**

- Most affordable premium SUV – alternative to competitors including the Cadillac Escalade, Lexus GX 470 and Lincoln Navigator, offering equal or better content
- Best-in-class power – 5.7-liter HEMI® V-8 engine features 335 horsepower and 370 lb.-ft. of torque
- Premium convenience and safety amenities – available power rear liftgate, remote start, rear-seat DVD entertainment system, full-screen navigation radio, SIRIUS Satellite Radio, standard Electronic Stability Program (ESP), ParkSense™ and Tire Pressure Monitoring (TPM) system
- Elegant Chrysler design – signature Chrysler chromed grille, winged badge and sculpted hood; available 20-inch chromed wheels and eye-catching chromed accents
- Spacious and agile – combines seating for up to eight adults, and class-leading cargo volume with the refinement, drivability and efficiency of smaller full-size SUVs

#### **PRODUCT CHRONOLOGY**

The Chrysler Aspen is an all-new entry in the 2007 model year.

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