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Crossfire: The Ultimate Expression of the Chrysler Brand

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No other automotive brand has changed as dramatically as the Chrysler brand during the past 10 years. The 2004 Crossfire will continue the Chrysler brand renaissance.

"We hit the sweet spot in every single segment that we either invented or competed in," said Tom Marinelli, Vice President – Chrysler/Jeep® Global Brand Center. "From Chrysler PT Cruiser to 300M to Town & Country, every one of our vehicles offer breakthrough design with exceptional performance."

By combining passionate American design with German engineering, Chrysler Crossfire will effectively expand its product portfolio and further build the image of the Chrysler brand.

"Crossfire is the ultimate expression of the Chrysler brand," said Marinelli. "Chrysler Crossfire will attract incremental consumers who may have never before considered buying a Chrysler. More specifically, we think Chrysler Crossfire will attract new buyers including luxury import owners or intenders."

Chrysler brand's mission is to offer a broad range of aspirational automobiles that showcase expressive design, graceful athletic performance, refined functionality and romantic allure. Chrysler's complete award-winning brand portfolio includes 300M, Concorde, PT Cruiser, Sebring Sedan, Sebring Coupe, Sebring Convertible, Prowler, Town & Country, Voyager and now Crossfire. With one of the freshest lines in the entire industry, it's hard to believe that the Prowler is the oldest vehicle in the brand's lineup.

"In short, we will continue to build cars that people will fall in love with, aspire to own and are proud to drive," said Marinelli. "The 2004 Chrysler Crossfire exceeds these expectations."

The Chrysler brand continues to gain momentum. Chrysler brand sales have increased 270 percent since 1991 (from 130,000 to 484,000), more than any other American automotive brand. In addition, Chrysler has nearly tripled its market share (from 1.0 percent to 2.7 percent) in the same time period. Finally, Chrysler has moved to seventh place from 17th place in just the past four years, by far the most dramatic improvement of any other brand.

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