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All-New 2004 Chrysler Crossfire to be Sold Worldwide

February 16, 2003, Auburn Hills -

- Sports Coupe to Serve as the New Global Ambassador for the Chrysler Brand

First shown outside of the United States at the 2002 Geneva Motor Show, Chrysler Crossfire will start arriving in international markets later in 2003 and will account for approximately 15 percent of the annual build capacity when at full production.

Chrysler Crossfire will be available in both left- and right-hand drive and will be initially sold in a variety of key international markets including Australia, Austria, Belgium, Finland, France, Germany, Italy, Japan, the Netherlands, Puerto Rico, South Africa, Spain, Sweden, Switzerland, and the United Kingdom.

"We expect Chrysler Crossfire to perform very well in the highly-competitive global sports coupe market," said Thomas Hausch, Executive Director of International Sales and Marketing. "Today, there isn't an American dream machine in that segment, and many potential customers have told us they can't wait to get their hands on the steering wheel of this car."

Reinforcing the "Route 66 Meets the Autobahn" theme, Chrysler Crossfire will arrive in German and U.S. dealerships simultaneously in mid-summer of 2003. This will be the first opportunity for customers to test-drive the car.

Chrysler expects to attract a specific Crossfire buyer profile in its international markets. The buyer profile is someone who is highly successful, entrepreneurial, individualistic and sophisticated; someone who appreciates graceful performance and expressive design.

In most markets outside North America, Chrysler Crossfire will be a viable choice in a segment that includes the Audi TT, Honda S2000, Porsche Boxster, BMW Z4, Alfa Romeo GTV Spider, and Nissan 350Z.

International market needs and concerns were addressed early in the vehicle development process, including the requirement of right-hand drive. By addressing international market needs early on, Chrysler International will play a critical role in supporting Chrysler Group's overall goal of increasing volumes significantly by the end of the decade.

Chrysler Crossfire is a perfect fit for international consumers, and it is the first ambassador of a Chrysler product offensive coming to markets outside of North America.

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