

Chrysler Brand Brings Elegant Style and Driving Performance to Paris

- New Chrysler Sebring makes a design statement in Paris
- Chrysler brand continues the succession of innovative product introductions

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With its lineup at this year's "Mondial de l'Automobile" in Paris, the Chrysler brand continues to showcase its unique ability to deliver refined driving performance and relaxed, elegant style, combined with high levels of quality, safety, innovation and value.

New Chrysler Sebring

The Chrysler brand inspires the D-segment with the all-new Chrysler Sebring saloon, which today takes its rightful place in the stunning Chrysler brand model range in Paris. The Chrysler Sebring builds on the winning formula begun with the award-winning Chrysler 300C in the E-segment, combining eye-catching design with interior craftsmanship, high levels of reliability and durability, customer-focussed technology and safety features, brisk performance and fuel efficiency, all at good value for money.

The new Chrysler Sebring will offer a choice of four engines in Europe. Standard is a 2.0-litre petrol World Engine with dual Variable Valve Timing (VVT), and available are a 2.4-litre petrol World Engine with dual VVT and a modern 2.0-litre turbo diesel engine. Available at a later stage in Europe will be an enhanced 2.7-litre V-6 petrol engine.

Chrysler Sebring includes a host of new technology and features, ranging from a cutting-edge information, entertainment and communication navigation audio system to a heated/cooled front cup holder for keeping hot beverages hot and cool beverages cool. A long list of safety systems includes an Electronic Stability Programme (ESP), supplemental side-curtain air bags and front-seat-mounted side air bags.

The new Chrysler Sebring is the first Chrysler Group D-segment vehicle not only to offer a diesel powertrain, but also right-hand-drive availability. The new Sebring is available outside North America in two models, Sebring Touring and Sebring Limited, and will begin to arrive to international dealerships in the first half of 2007.

Chrysler Brand

Based on new product offerings, the Chrysler brand has seen an increase in sales, culminating in 2005 calendar-year sales of 85,347 units in markets outside North America – a 3 per cent increase compared with 2004. Chrysler premium vehicles (comprised mainly of the Crossfire Coupe and Roadster, Sebring saloon and Cabrio and 300C saloon and Touring) increased year-over-year sales by 40 per cent.

For the first half of 2006, Chrysler brand sales outside North America were up 12 per cent over the same period last year. The Chrysler lineup for international markets now includes the following models: Crossfire Coupe and Roadster, Crossfire SRT6 Coupe and SRT6 Roadster, Sebring saloon and Cabrio, 300C saloon and Touring, 300C SRT8 saloon and SRT8 Touring, PT Cruiser saloon and Cabrio, Pacifica (for select markets), Voyager and Grand Voyager.

"The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as a leader in design, purposeful technology and value," said Thomas Hausch, Executive Director – International Sales and Marketing, Chrysler Group. "With the launch of the all-new Chrysler Sebring – the first Chrysler Group D-segment vehicle to offer a diesel powertrain and right-hand drive – the momentum is sure to continue."

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