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DaimlerChrysler Canada Shifting Into High Gear with Products and Display

- Chrysler Group integrate new vehicle display design with new product offerings
- The Chrysler Group reveals an all new display to debut at the Montreal Auto Show
- New touch screen system allow consumers to “Learn More” about Chrysler, Dodge & Jeep® vehicles

January 16, 2007, Montreal - The Chrysler Group has been shifting into high gear, launching new vehicles at unprecedented levels. This new transformation includes not only the vehicle portfolio but also an entirely new consumer experience at the Montreal Auto Show in January 2007.

“It is important that our display and interactive Vehicle Information Centre was designed to represent the design direction of our new vehicles,” said Judy Wheeler, Vice President – Marketing, DaimlerChrysler Canada.

“DaimlerChrysler is shifting into high gear, launching a vast array of vehicles, each with very distinctive styling and product features allowing customers to find the best vehicle to suit their needs.”

Likewise the new display for DaimlerChrysler will have a distinctive look for each of the Chrysler, Dodge and Jeep® areas. Each brand location will have unique wood floors and a turntable while sharing a main information centre to service attendees’ inquiries related to DaimlerChrysler vehicles. DaimlerChrysler Financial services will also have a display that enables attendees to obtain information regarding the best financing options for their specific needs.

DaimlerChrysler Canada along will also unveil an immersive 50-inch High-Definition touch-screen system that interfaces between the consumer and the full compliment of Chrysler, Dodge and Jeep products and services allowing for a truly interactive experience.

At the DaimlerChrysler Vehicle Information Centre consumers can:

- “Learn More” about the key features of selected vehicles, by viewing more than 2,000 interior and exterior production vehicle images, review key features and access available incentives in their area
- “Build and Price” a specific model by selecting models, packages, options and colours of their choice
- Conduct side-by-side comparisons of competitive models
- Review concept vehicle image galleries and press releases
- Watch video highlights from the latest vehicle reveals
- Take advantage of auto show special promotions

In May of 2006, the DaimlerChrysler Vehicle Information Centre was acknowledged by the International Automotive Advertising Awards (IAAA) with a Bronze award in the Interactive Media/Interactive Kiosks category.

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