

Contact: Ann Smith
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Chrysler LLC at 2008 Woodward Dream Cruise

What:

The Woodward Dream Cruise is the world's largest one-day celebration of car culture, attracting more than 1 million visitors and over 40,000 muscle cars, street rods, custom, collector and special interest vehicles. The 14th annual Dream Cruise is scheduled for Saturday, Aug. 16, 2008.

Who:

Chrysler LLC, including its product brands of Chrysler, Dodge, Jeep® and Mopar®, is a perennial supporter of the Woodward Dream Cruise. Classic car clubs with vehicles and owners will be represented at Chrysler LLC's display. Dodge Challenger, including Mopar's recently unveiled drag race version, will be the display's featured product. On Saturday, Aug. 16, product specialists will be available at the company display to answer consumer questions. Executives can be scheduled for media interviews by contacting Chrysler Public Relations.

Where:

Chrysler LLC's Cruise headquarters is in a prime location in Royal Oak, Mich., in the Northwood Shopping Plaza on the southwest corner of 13 Mile and Woodward.

When:

- Aug. 12: Media reveal of limited production Chrysler vehicle at 8:30 a.m. at Duggan's Irish Pub.

PR contact is Jiyan Cadiz at 248-512-4903

- Aug. 14 -- Approximately 50 Dodge Challengers depart from Walter P. Chrysler museum at 6 p.m. to cruise Woodward.

PR Contact is Ann Smith at 248-512-0364

- Aug. 15 – 16: "NextCruise" environmental vehicle showcase in Pleasant Ridge. GEM electric vehicles, Jeep® Grand Cherokee diesel and hybrid versions of the Dodge Durango and Chrysler Aspen will be available for test drives.

PR contact is Nick Cappa at 248-512-4266

- Aug. 16: Consumer product, technology and merchandise displays at Northwood Shopping Plaza (southwest corner of 13 Mile and Woodward). Dodge Challenger will be the featured vehicle, along with Chrysler, Jeep® and Mopar® products. Approximately 40 vintage vehicles and seven concept vehicles will be displayed. Chicago-based rock cover band, Maggie Speaks, performs from 1 – 4 p.m.

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