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## **2009 Chrysler Sebring Brings Inspiration to the Mid-size Sedan Segment**

August 31, 2008, Auburn Hills, Mich. - The 2009 Chrysler Sebring combines stunning design with interior craftsmanship, high levels of safety and reliability, exhilarating performance and excellent fuel efficiency, all at an affordable price.

Three fuel-efficient engine options power the 2009 Chrysler Sebring: the standard 2.4-liter four-cylinder World Engine, an available Flex Fuel Vehicle (FFV) 2.7-liter V-6 engine and an available 3.5-liter V-6 engine featuring a six-speed automatic transaxle with Auto Stick.

The 2009 Chrysler Sebring also offers a combination of standard safety features not typically found in the mid-size segment, including standard side-curtain air bags and standard front-seat-mounted side air bags, standard Anti-lock Brake System (ABS) and available Electronic Stability Program (ESP) with All-speed Traction Control.

The 2009 Chrysler Sebring sedan features many cutting-edge technologies including:

- uconnect phone with Bluetooth® technology, uconnect tunes, uconnect studios with SIRIUS Satellite Radio and uconnect gps
- Stain Repel Seat Fabric with three key benefits: repels stains, controls odor and reduces static electricity
- Heated/cooled front cup holder that may heat beverages to 140 degrees Fahrenheit or cool to nearly freezing at 35 degrees Fahrenheit
- Light-emitting diode (LED) interior lighting with high-focus white lights in both the front and rear seats
- Auxiliary audio-input jack for MP3 connectivity on all audio systems
- Available Remote Start
- Available express-up/-down front windows with the push of a button on the key fob
- Standard 60/40 fold-flat rear seat with folding armrest
- Available heated cloth front seats
- Available heated leather front seats
- Available fold-flat front-passenger seat
- Sliding center console armrest with dual bin storage
- HomeLink universal home security system transceiver

## **2009 CHRYSLER SEBRING: WHAT'S NEW FOR 2009**

### **INTERIOR**

- Dark Slate Gray interior replaces Slate Gray/Light Slate Gray (all models)
- Leather-wrapped steering wheel with mounted audio controls (now standard on Chrysler Sebring Touring and Limited)
- Leather-wrapped shifter knob with chrome accents (now standard on Chrysler Sebring Touring and Limited)
- Trunk mat with brand logo (all models)
- Luxury floor mats and cabin air-filtration system (all models)
- Sunglasses holder (all models)
- Trunk cargo organizer (now standard on Chrysler Sebring Limited)
- Dramatically improved acoustic package for reduced noise levels in the cabin

### **ELECTRICAL**

- Aimable LED lighting added to available premium headliner (Chrysler Sebring Touring)
- Eight-way power adjustable driver's seat (now standard on Chrysler Sebring Touring and Limited)
- Remote Start and uconnect phone featuring Bluetooth technology (now standard on Chrysler Sebring Limited)

- Heated/cooled cup holder and heated front seats (now standard on Chrysler Sebring Limited)

## **SAFETY AND SECURITY**

- ESP with All-speed Traction Control (now standard on Chrysler Sebring Touring)
- Four-wheel disc brakes with ABS [now standard on all models]

## **DESIGN**

The 2009 Chrysler Sebring's elegant lines bring the Chrysler brand's expressive design attributes to the mid-size segment.

From the front, the Chrysler Sebring features the distinctive face of the Chrysler brand with Chrysler's signature grille, a uniquely sculpted hood, large, distinctive quad headlamps and available fog lamps.

A long hood profile, chrome beltline molding and long roofline emulate a five-door appearance. Sculpted character lines running along the body accentuate Chrysler Sebring's athletic stance.

The expressive character of the vehicle continues from the rear where Chrysler Sebring's wide taillamps are integrated into both the rear quarters and extend into the deck lid for visual impact. Chrysler Sebring Limited models equipped with the optional 3.5-liter V-6 engine add chrome-tipped dual exhaust outlets.

The elegance found in Chrysler Sebring's exterior styling also runs through the vehicle's interior, which features a modern, clean appearance with focus on quality, detail and execution. Sebring's finely crafted interior features soft surfaces, mechanical grains and selective gloss levels on interior surfaces.

Standard 60/40 fold-flat rear seats make room for more gear, and an available fold-flat passenger seat creates a table-like surface to enhance versatility.

## **ENGINEERING**

Three engine options power the 2009 Chrysler Sebring sold in the United States: the standard 2.4-liter four-cylinder World Engine, an available flexible-fuel capable 2.7-liter V-6 engine and an available 3.5-liter V-6 engine featuring a six-speed automatic transaxle with Auto Stick.

Fuel economy is a high priority for many of today's car buyers, and the 2009 Chrysler Sebring's standard 2.4-liter four-cylinder World Engine with dual variable-valve timing delivers fuel efficiency of 21 mpg in the city and 30 mpg on the highway. Mated to a four-speed automatic transaxle, this engine provides 173 horsepower (129 kW) and 166 lb.-ft. (225 N•m) of torque.

All 2009 Chrysler Sebring sedans equipped with the 2.4-liter four-cylinder World Engine sold in California, New York, Massachusetts, Vermont, Maine, Connecticut, Pennsylvania, Rhode Island, New Jersey, Oregon and Washington meet the cleanest tailpipe and evaporative standards in the world and will be certified as a Partial Zero Emission Vehicle (PZEV).

The available, Flex Fuel Vehicle (FFV) 2.7-liter V-6 engine provides value- and performance-conscious consumers with the power of a V-6 engine at a price that compares with the competitors' four-cylinder engines. Chrysler Sebring's available 2.7-liter V-6 engine produces 186 horsepower (139 kW) and 191 lb.-ft. (260 N•m) of torque. This 2.7-liter V-6 engine achieves 19 mpg in the city and 27 mpg on the highway. It also can operate effectively on any blend of gasoline and fuel-grade ethanol up to E85.

Chrysler Sebring Limited sedans sold in the United States are also available with a 3.5-liter V-6 engine that produces 235 horsepower (175 kW) and 232 lb.-ft. (232 N•m) of torque coupled with a six-speed automatic transaxle that comes standard with Auto Stick. The upgraded 3.5-liter V-6 engine and six-speed automatic transaxle deliver excellent performance and fuel efficiency achieving 16 mpg in the city and 27 mpg on the highway.

The 2009 Chrysler Sebring's six-speed automatic transaxle provides quicker standing-start acceleration than a four- or five-speed transaxle because of its numerically higher first-gear ratio. A more robust differential with increased

torque capacity enhances launch performance by requiring less torque management, electronically limiting the torque that is available during the initial stages of standing-start acceleration. Smaller steps between ratios also make for a smooth, quiet ride, as the engine speed doesn't change as often with each shift. In addition, more ratio choices, more appropriate ratios for quicker acceleration and a lower overall top-gear ratio provide a quiet ride and improved fuel economy at highway speeds.

## PRODUCT HIGHLIGHTS

Engineered to fit your life better

- The 2009 Chrysler Sebring sedan offers value-minded consumers the fuel economy, safety and reliability of the leading imports plus upscale styling and several useful features at an affordable price

Strikingly beautiful design with world-class interior craftsmanship

- The Chrysler Sebring gives buyers upscale styling and refinement in a mid-size sedan, while providing passion and excitement at an affordable price
- The Chrysler Sebring's sculpted hood brings Chrysler brand's elegant lines to the mid-size segment

Purposeful technology that makes life easier and safer

- The Chrysler Sebring is a mid-size vehicle that has a refined interior with many premium appointments that provide value to the buyer, including:
  - o uconnect phone with Bluetooth technology, uconnect tunes, uconnect studios with SIRIUS Satellite Radio and uconnect gps
  - o Available heated/cooled cup holders
  - o Stain Repel Seat Fabric with three key benefits: repels stains, controls odor and reduces static electricity
  - o Aimable LED lights in front and rear seats

Class-leading safety features

- Standard seat-mounted (thorax) side air bags
- Standard side-curtain air bags
- Low-risk deployment air bags
- Standard ABS
- Available ESP with All-speed Traction Control

Exhilarating performance with excellent fuel efficiency

- A fuel-efficient 2.4-liter I-4 World Engine is standard on all Sebring models and delivers 173 horsepower and 166 lb.-ft. of torque with great fuel economy of 21 mpg in the city and 30 mpg on the highway
- An enhanced flexible-fuel capable 2.7-liter V-6 engine produces 186 horsepower and 191 lb.-ft. of torque with fuel economy of 19 mpg in the city and 27 mpg on the highway
- The Chrysler Sebring Limited with a 3.5-liter V-6 and six-speed automatic transaxle produces 235 horsepower and 232 lb.-ft. of torque with 16 mpg in the city and 27 mpg on the highway
- Auto Stick is standard with the 3.5-liter engine

## MODEL LINEUP

2009 Chrysler Sebring LX

Standard Features

- Front-wheel drive
- 2.4-liter four-cylinder World Engine – 173 horsepower (129 kW) and 166 lb.-ft. (225 N•m) of torque
- Four-speed automatic transaxle
- AM/FM/CD stereo with six-disc CD player and MP3 connectivity and play capability
- Bright beltline molding
- Cabin air-filtration system
- Chrysler signature analog clock
- Driver seat lumbar with manual height adjuster
- Driver's side front-seatback map pocket

- Electroluminescent instrument cluster with outside temperature display
- Four-wheel disc brakes with ABS
- Luxury floor mats
- Quad headlamps with off-time delay
- Rear-door map pockets with bottle holders
- Second power outlet
- Side-curtain air bags
- Side seat-mounted thorax air bags
- uconnect studios with SIRIUS Satellite Radio
- 16-inch wheel covers and P215/65R16 tires
- 60/40 folding rear seat with center armrest
- Sliding front center armrest
- Sliding sun visor
- Standard power mirrors
- Sunglasses holder
- Tilt/telescoping steering wheel
- Tire Pressure Monitoring (TPM)
- Trunk mat
- Upper and lower bin in the center console

#### Optional Features

- Engine block heater
- Smoker's Group
- Safety, Security and Convenience Group includes theft alarm, Stain Repel Seat Fabric and fold-flat passenger seat

#### 2009 Chrysler Sebring Touring

##### Standard Features

In addition to the standard features on the Chrysler Sebring LX model, the Chrysler Sebring Touring model includes:

- Automatic headlamps
- Body-color heated power mirrors
- Satin silver instrument panel, cluster bezels and door trim
- Chrome interior door handles
- Deck lid liner
- Eight-way power driver's seat
- ESP with All-speed Traction Control
- Express-up/-down windows for front passenger; express-up for driver
- Express-down windows on the key fob
- Fold-flat passenger seat
- Leather-wrapped shifter knob with chrome accents
- Leather-wrapped steering wheel with mounted audio controls
- LED aimable map lights
- Lighted visor mirrors
- Premium headliner with second-row aimable reading lamps
- Premium soft front console armrest
- Rear-passenger assist grab handles
- Touring Edition badge
- 17-inch machined aluminum wheels with P215/60R17 all-season tires
- Six speakers
- Sunglasses holder
- Stain Repel Seat Fabric
- Touring suspension

#### Optional Features

Available options on the Chrysler Sebring Touring model, in addition to the options available on the Sebring LX model, include:

- 2.7-liter Flex Fuel Vehicle (FFV) V-6 engine – 186 hp (139 kW) and 192 lb.-ft. (260 N•m) of torque

- Sun roof
- uconnect phone featuring Bluetooth technology with auto-dimming mirror
- uconnect tunes with AM/FM/CD/DVD/HDD/MP3 radio featuring touch-screen operation
- uconnect gps with AM/FM/CD/DVD/HDD/MP3 radio, uconnect phone with Bluetooth technology and navigation featuring touch screen and voice recognition
- 18-inch cast-aluminum wheels with P215/55R18 BSW tires
- Electronic Convenience Group includes heated/cooled cup holders, heated front seats, cargo organizer, Remote Start, theft alarm, travel computer and full TPM display, Electronic Vehicle Information Center (EVIC), HomeLink universal home security system transceiver, automatic-dimming rearview mirror and automatic temperature control

#### 2009 Chrysler Sebring Limited

##### Standard Features

In addition to the standard features on the Chrysler Sebring LX and Sebring Touring models, the Chrysler Sebring Limited includes:

- AM/FM/CD stereo with six-disc CD player and MP3 connectivity and play capability
- Automatic-dimming rearview mirror
- Automatic temperature control
- Chrome exterior door handles
- EVIC
- Fog lamps
- Heated/cooled cup holder
- Heated front seats
- Leather seats
- Limited badge
- Premium Boston Acoustics® Sound System
- Remote Start
- Theft alarm
- Tortoiseshell accents on the steering wheel, instrument panel and doors
- Travel computer
- Trunk cargo organizer
- uconnect phone
- HomeLink universal home security system transceiver

##### Optional Features

Available options on the Chrysler Sebring Limited model, in addition to the options available on the Sebring LX and Sebring Touring models, include:

- 3.5-liter V-6 engine – 235 horsepower (175 kW) and 232 lb.-ft. (232 N•m) of torque
- Six-speed automatic transaxle with Auto Stick

## **SAFETY AND SECURITY**

The 2009 Chrysler Sebring offers more than 30 safety and security features. Please refer to the Safety and Security Glossary in the Safety and Technology section for descriptions of the following available features:

- Advanced Multi-stage Front Air Bags
- Standard Side-curtain Air Bags
- Standard Front-seat-mounted Side Air Bags
- Anti-lock Brake System (ABS)
- Available Electronic Stability Program (ESP) with Traction Control
- Brake Assist (included with ESP)
- All-speed Traction Control (included with ESP)
- Auto-reverse Sun Roof
- Auto-reverse Windows
- Structural Safety Cage
- Side Guard Door Beams

- Available Automatic-dimming Rearview Mirror
- BeltAlert
- Brake/Park Interlock
- LATCH (Lower Anchors and Tethers for CHildren)
- Child-protection Rear Door Locks
- Constant Force Retractors (CFR)
- Crumple Zones
- Daytime Running Lamps
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- Height-adjustable Front Seat Belts
- HomeLink universal home security system transceiver
- Interior Head-impact Protection
- Knee Bolsters
- Remote Keyless Entry
- Seat-belt Pretensioners
- Security Alarm
- Sentry Key® Engine Immobilizer
- Tire Pressure Monitoring (TPM)
- uconnect phone featuring Bluetooth technology

#### **COLOR AVAILABILITY**

- Bright Silver Metallic Clear Coat
- Brilliant Black Crystal Pearl Coat
- Clearwater Blue Pearl Coat (new)
- Deep Water Blue Pearl Coat (new)
- Inferno Red Crystal Pearl Coat
- Light Sandstone Metallic Clear Coat
- Silver Steel Metallic Clear Coat
- Stone White Clear Coat

#### **MANUFACTURING INFORMATION**

- 2009 model year production start: July 2008
- Production location: Sterling Heights Assembly Plant, Sterling Heights, Mich.
- 2.4-liter four-cylinder World Engine: Global Engine Manufacturing Assembly (GEMA) plant in Dundee, Mich.
- 2.7-liter V-6: Kenosha Engine Plant, Kenosha, Wis.
- 3.5-liter V-6: Kenosha Engine Plant, Kenosha, Wis.
- Four-speed automatic transaxle: Kokomo Transmission, Kokomo, Ind.
- Six-speed automatic transaxle: Kokomo Transmission, Kokomo, Ind.

#### **MARKET POSITION**

Chrysler Sebring sedan is inspiration for the common car, with more style, more craftsmanship and more performance at an affordable price.

#### **TARGET DEMOGRAPHICS**

- Gender: 55 percent female/45 percent male
- Age: 35-55 years old
- Median Annual Household Income: \$65,000
- Household: Mostly married with small families (one or two children)
- Education: 60 percent college graduate

## MARKET ADVANTAGES

Chrysler Sebring distinguishes itself from the competition with a high level of style, refined craftsmanship and performance.

The 2009 Chrysler Sebring sedan features many class-leading technologies in the mid-size segment, including:

- The suite of uconnect Infotainment offerings including uconnect phone with Bluetooth technology, uconnect tunes, uconnect studios with SIRIUS Satellite Radio and uconnect gps
- Stain Repel Seat Fabric that offers three key benefits: repels stains, controls odor and reduces static electricity
- Heated/cooled front cup holder that may heat beverages to 140 degrees Fahrenheit or cool to nearly freezing at 35 degrees Fahrenheit
- Light-emitting diode (LED) interior lighting with high-focus white lights in both the front and rear seats
- Auxiliary audio input jack for MP3 connectivity on all audio systems
- Available Remote Start
- Available express-up/-down front windows with the push of a button on the key fob
- Standard 60/40 fold-flat rear seat with folding armrest
- Available heated cloth front seats
- Available heated leather seats
- Available fold-flat front-passenger seat
- Sliding center console armrest with dual bin storage
- HomeLink universal home security system transceiver

## PRODUCT CHRONOLOGY

### 2008 MODEL YEAR

- Chrysler Sebring Limited all-wheel-drive model introduced
- Chrysler Sebring model renamed Chrysler Sebring LX
- Light Sandstone Metallic Clear Coat replaced Linen Gold Metallic Pearl Coat
- New single-disc CD/DVD/MP3 play capability with MyGIG® Infotainment System with available navigation
- AM/FM stereo with six-disc CD player standard on all models
- SIRIUS Satellite Radio is standard on all Sebring models
- All 2008 Chrysler Sebring sedans equipped with the 2.4-liter four-cylinder World Engine built after July 2007 and sold in California, New York, Massachusetts, Vermont, Maine, Connecticut, Pennsylvania and Rhode Island met the cleanest tailpipe and evaporative standards in the world and was certified as a Partial Zero Emission Vehicle (PZEV). The engine, exhaust and fuel system hardware were upgraded for the 2008 model year

### 2007 MODEL YEAR

The all-new Chrysler Sebring sedan is introduced as inspiration for the common car, with more style, more craftsmanship, more performance and value.

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