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## **The Chrysler Brand: Provocative Designs Engineered for Passionate Living**

March 1, 2010, Geneva - Chrysler is back at the 80th Geneva International Motor Show with the Chrysler 300C design study, Chrysler 300C eco style, PT Cruiser Couture Edition, Chrysler Sebring Cabrio and versatile Chrysler minivan image vehicle - prestigious cars that showcase the best of American style - along with Lancia vehicles (for Lancia brand information visit [www.lanciapress.com](http://www.lanciapress.com)).

For the first time the two brands are displayed in one exhibition area designed to move away from more traditional motor show stand, favoring a symbolic representation of the future convergence of both brands.

The union of Chrysler and Lancia go together perfectly, like two puzzle pieces that are now coupled to create an all-new entity with limitless possibilities, common vision and DNA. Illustrating the best of what automotive history has produced on both sides of the ocean are the Chrysler and Lancia brands' product portfolio, encompassed by an imposing graphic design backdrop of enormous jigsaw puzzle pieces with the latest in color and fashion.

This imposing backdrop symbolizes the fusion of Chrysler and Lancia under a banner of shared values: from elegance to technological innovation, from history to the will to shine in the future. The exhibit floors continues the puzzle theme, representing the union of the two brands with two puzzle piece platforms highlighting two Chrysler 300Cs on one piece and two Lancia Deltas on the other. In this setting the visitor becomes an essential part of the composition. In fact, the images of the public are transformed into puzzle pieces to complete the puzzle of the booth, thanks to an array of mirrors and video cameras.

At the 2010 Geneva Motor Show, the Chrysler brand takes the 300C sedan's groundbreaking styling to new heights with the Chrysler 300C design study. Combining the characteristics of the Chrysler brand and the Lancia brand, this unique Chrysler 300C features avant-garde interior styling through world-class materials and hand-crafted details.

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology since the first Chrysler brand vehicles were sold in 1925.

In 2009, the Chrysler brand comprised 20.4 percent of Chrysler Group LLC sales outside North America. The Chrysler Grand Voyager was the highest sales volume vehicle for the Chrysler brand outside North America last year.

### **Chrysler 300C Design Study**

Designed to meet the sophisticated style of an individual with refined taste, the Chrysler 300C design study delivers elegance and craftsmanship.

Taking a page from the Lancia brand's historic collaboration with high-end Italian furniture designer Poltrona Frau, the all-new Chrysler 300C design study features a highly-detailed two-tone interior color scheme contrasting between the smoothness of Ivory White and the austerity of Matte Black.

The Chrysler 300C design study's interior cabin is designed like a refined living room from its Ivory White Alcantara headliner to its soft cashmere Loro Piana floor mats. Surrounding this inviting space are the instrument and upper door panels wrapped in Matte Black leather to highlight the dark chromed accents. Adding even more contrast and detail are lower door panels wrapped in soft Ivory White leather that highlights distinctive Cartier-inspired Lake Red double-seamed stitching accents.

Interior elements of the Chrysler 300C design study include tabs and door handles wrapped with individually cut and colored strips of naturally-tanned leather. The result is a three-dimensional sculpted geometrical pattern inspired by the contrast between Ivory White and Lake Red tones. In addition, the instrument panel's center bezel and console

feature the Ivory White and Lake Red geometrical patterned design.

At the center of the Chrysler 300C design study's contrasting interior theme, softly-preserved Ivory White leather seats are accented with Lake Red double-seamed stitching on the seat backs and cushions. Matte Black stitching at the seats' perimeter provides detail.

The Chrysler 300C design study hosts its unique interior within a Deep Black three-coat exterior paint. This high-gloss paint process delivers a see-through glass effect inspired by Montblanc™ fountain pens. Finishing off the unique exterior are dark-chromed fascia and body-side accents and 20-inch dark-chromed aluminum wheels.

### **Chrysler 300C eco style**

Based off of the Chrysler 300C, the most-awarded vehicle in the industry, each 300C eco style edition vehicle is individually accessorized with eco-friendly materials such as cork, bamboo, recycled jute carpeting and suede seat inserts and feature refurbished wheels while providing high-end luxury and elegant design. The vehicles feature a refined interior, premium technology and offer fuel-efficient performance and excitement.

At the 2010 Geneva Motor Show, the Chrysler 300C eco style vehicle will be on display and features a Vanilla exterior color with black roof, unique pewter finished exterior accents and large 20-inch wheels. On the inside, cactus-accented seat-inserts and door trim accents provide contrast, while bamboo appliqués placed on the door trim, center console and steering wheel deliver added texture and detail.

Recycled materials are used within the interior of the vehicle. Recycled ultra-suede seat inserts are used for the front and rear-passenger seats and are soft to the touch and durable. Hydrographic patterns are used to place organic themes on the center console and door trim of the interior compartment. Water-based paints are used on the exterior of the vehicle.

Under the hood is the 5.7-liter HEMI® engine with Multi-displacement System (MDS). MDS seamlessly alternates between smooth high-fuel-economy four-cylinder mode when less power is needed and V-8 mode when more power is needed. MDS optimizes fuel economy without sacrificing vehicle performance.

### **Chrysler PT Cruiser Couture Edition**

In commemorating a decade of the Chrysler PT "Personal Transportation" Cruiser's timeless design, the new PT Cruiser Couture Edition exemplifies the romance of American automotive heritage, styling and versatility that made PT Cruiser an instant hit.

Starting with the 2010 Chrysler PT Cruiser Classic, the Couture Edition features new levels of craftsmanship and color. With its fenders and high belt-line painted in Bright Silver Metallic, and upper body and roofline that recalls 1930s and 1940s era hot-rod styling in Brilliant Black Crystal Pearl with accent red pinstripe, the Chrysler PT Cruiser Couture Edition delivers a bold look. To complete the exterior appearance, chromed body-side moldings, door handles, 16-inch polished aluminum wheels and grille highlight this limited edition PT's level of detail and style.

The new Chrysler PT Cruiser Couture Edition continues to lead the small-car segment with its combination of style, craftsmanship and flexibility. Chromed detail rings highlight the gloss black instrument panel's three gauges, rotating air vents and Chrysler signature analog clock. The Pastel Slate Gray interior is highlighted by Satin Silver instrument panel and console accents, and all-new Radar Red leather seats deliver a contrasting look.

Chrysler continues to keep its icon fresh and exciting. The new Chrysler PT Cruiser Couture Edition marked the 16th variation since PT Cruiser's introduction, following five Dream Cruiser Series vehicles, PT Turbo, Flames, Woodie, Chrysler PT Cruiser Convertible, the refreshed 2006 Chrysler PT Cruiser, W.P. Chrysler Signature Series, PT Cruiser Classic, PT Street Cruiser Route 66, Pacific Coast Highway and Sunset Boulevard editions.

### **Chrysler Minivan Image Vehicle**

With more than 26 years of minivan development, 65 segment-firsts, 40 available safety features and the most family-friendly features, Chrysler minivans remain the best vehicle to transport people and things.

At the 2010 Geneva Motor Show, a uniquely prepared Chrysler minivan image vehicle features the minivan-first Swivel 'n Go® seating system with second-row seats that swivel 180 degrees to face the third row, while a removable

chess table is installed between the two rows and can be stored in the minivan's in-floor storage bins. Completing the "family room on wheels" is the Chrysler-first dual 22-cm (9-inch) rear DVD entertainment system with swiveling third-row monitor.

Special exterior appointments include Pearl White tri-coat exterior paint and unique 19-inch chromed-aluminum wheels. Inside, a distinctive two-tone interior environment includes Dark Slate Gray instrument panel and trim that provides contrast against the Pearl White leather seats with black piping and Whitewood trim accents.

### **Chrysler Sebring Cabrio**

The Chrysler Sebring Cabrio delivers what no other cabrio on the road can: Chrysler's sleek and elegant design, fun-to-drive performance, fuel efficiency, a spacious interior that comfortably seats four adults and enough trunk room to hold two golf bags, even when the top is folded down.

With a new smooth-appearance hood and new wheel designs, Chrysler Sebring Cabrio gets an updated appearance. Retractable top options include a body-color painted steel retractable hard top and a power cloth top featuring an automatic tonneau cover. Top up or down, Sebring Cabrio provides the benefits of a coupe and the true open-air freedom of a cabrio at an affordable price.

As many as four occupants may experience Chrysler Sebring Cabrio's comfortable, roomy interior. Rear-seat passengers have plenty of head and leg room, while best-in-class (356-liters with the top up and 193-liters with the top down) trunk space gives Sebring Cabrio year-round functionality and versatility.

The Chrysler Sebring Cabrio features two fuel-efficient engine options: a powerful 2.0-liter turbo-diesel engine paired with six-speed manual transmission, and a responsive 2.7-liter 24-valve V-6 engine with six-speed Auto Stick.

Chrysler Sebring Cabrio has a rigid body structure that provides a quiet, comfortable ride and reduces cowl shake, even when the top is down. Front-wheel-drive architecture and three-box vehicle design contribute to a body that is 2.5-times stiffer in twist and 1.5-times stiffer in bending than the previous-generation Sebring Cabrio. These refinements make the latest Sebring Cabrio body structure stiffer than more expensive cabrios on the market.

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