



# 09MY Chrysler



	PT Cruiser 	Sebring Sed. 	Sebring Conv 	300/300C 	T & C 	Aspen 
<b>Quality</b>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>All new Dream Cruiser with mesh grille, new wheels, unique two-tone paint, upgraded interior.</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Improved Touring interior appearance with additional upgraded content on all trim levels.</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Exterior/Interior appearance has been improved with additional content on LX and Limited</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Improved interior appearance</li> <li>New mesh grille</li> <li>Std. aluminum wheels</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Body-color handles, bright grille standard.</li> <li>Touring interior and exterior appearance improved</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Chrome wheels made standard with additional content on all Limited "E" and "J"</li> </ul>
<b>Simplification</b>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Lineup has been reduced from 4 CPOS packages to 3</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Reduced option complexity for easier ordering.</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Reduced option complexity for easier ordering.</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Lineup has been reduced from 9 CPOS packages to 5</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Lineup has been reduced from 9 CPOS packages to 4.</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Additional hybrid model added but overall 09 M/Y model count remains unchanged</li> </ul>
<b>Enhanced Value</b>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Air conditioning now standard on LX</li> </ul>	<input checked="" type="checkbox"/> LX adds: air filtration & mats. Limited adds: heated seats, htd/cooled cup-holder, remote start, and more	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>LX adds: prem. cloth top, air filtration &amp; more.</li> <li>Limited adds: chrome wheels, ATC, heated seats, and more</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Additional LX equip. adds value and makes similar to Touring at LX price point. Includes std 17-in. alum wheels.</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>LX adds Stow 'N Go standard</li> <li>Touring adds premium int. trim and 4.0L option</li> </ul>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>Limited E adds: Rr Back-Up Camera, 18-in Chrome Clad Wheels</li> <li>Limited J adds remote start</li> </ul>
<b>Fuel Economy</b>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>2.4L I4</li> <li>26 MPG (HWY)</li> </ul> <div style="background-color: black; color: white; text-align: center; padding: 5px;"><b>26 MPG</b></div>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>2.4L I4</li> <li>21 MPG City / 30 MPG</li> </ul> <div style="background-color: black; color: white; text-align: center; padding: 5px;"><b>30 MPG</b></div>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>2.4L I4</li> <li>20 MPG City / 29 MPG</li> </ul> <div style="background-color: black; color: white; text-align: center; padding: 5px;"><b>29 MPG</b></div>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>2.7L V6</li> <li>18 MPG City / 26 MPG Hwy</li> </ul> <div style="background-color: black; color: white; text-align: center; padding: 5px;"><b>26 MPG</b></div>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>4.0L V6</li> <li>17 MPG City / 25 MPG Highway is Best in Class!</li> </ul> <div style="background-color: black; color: white; text-align: center; padding: 5px;"><b>25 MPG</b></div>	<input checked="" type="checkbox"/> <ul style="list-style-type: none"> <li>5.7L Two-Mode Hemi Hybrid</li> <li>20 MPG City</li> <li>22 MPG Hwy</li> </ul> <div style="background-color: black; color: white; text-align: center; padding: 5px;"><b>22 MPG</b></div>

# 09MY PT Cruiser



The Original and Best gets Better!

## Quality / Value Improvements

- PT's '09 lineup provides just what your customers need
- LX – adds standard air conditioning and a well equipped entry point to America's retro-styled original
- Touring – available as Dream Cruiser Series 5: two- tone paint, 17” aluminum wheels, ABS w/TC, bright front door scuff pads, solid billet aluminum grille, chrome appearance group, heated front seats, leather wrapped wheel, and more!
- Limited – heated leather 6-way power front seats, leather wrapped steering wheel and shift knob, 17” aluminum wheels, and moon roof (a \$750 option on HHRi)

2008



2009 Dream Cruiser



## Competitive Edge

- LX priced \$910 below HHR LS, their volume car
- Dream Cruiser priced over \$2,000 below HHR SS. \$750 less when Cruiser is turbo equipped!
- Powertrain lineup
  - 2.4L M5/A4
  - 2.4L Turbo A4 – Limited only
- Interior flexibility
  - Up to 32 seating configurations
  - 120 cubic feet of passenger and cargo room
  - Folding second row and front passenger seat accommodates items up to 8 ft. long inside the vehicle
- Peace of Mind
  - Lifetime Powertrain Warranty



## Simplification

Reduced from 4 models to 3

2008 MY

2009 MY

Limited

Limited

Touring

Touring

LX w/AC

LX w/AC

LX

Features that add premium touches and sharper appearance – now standard

## Recommended Mix

- LX – 80%
- Touring – 5%
- Dream Cruiser – 10%
- Limited – 5%



# 09MY Sebring Sedan



Style, technology, exclusive features, and 30 MPG.

## Quality / Value Improvements

- High value features improve quality and value at every price point:
  - LX – Cabin air filtration and floor mats
  - Touring – Leather steering wheel w/audio controls, chrome accented leather shift knob, 6-disc radio, 4-wheel disc brakes



Touring



Limited



- Limited – Heated leather seats, heated/cooled cupholder, remote start, cargo organizer, and 18” chrome wheels (3.5L V6)

## Competitive Edge

- Priced lower than Accord or Malibu

### • Power & Efficiency

- 30 MPG Highway / 21 City
- More HP than Camry or Malibu



### • Comfort

- More interior room than Accord or Camry
- Tilt & Tel Steering

### • Exclusive features

- Fold flat front passenger seat
- Heated / cooled cupholder
- Uconnect GPS with DVD/MP3 capability, 30G hard drive, and navigation



### • Safety features

- 5-star front crash test rating
- Anti-lock brakes
- Side-curtain airbags



### • Peace of Mind

- Lifetime Powertrain Warranty



## Simplification

### More Content / Better Value / Easier Sell

2008 MY	2009 MY	Revised Limited
Limited 3.5L	Limited 3.5L	- Heated seats, Hot/Cold cupholder
Limited 2.4L	Limited 2.4L	- Remote start
Touring 2.7L V6	Touring 2.7L V6	- Cargo organizer
Touring 2.4L 14	Touring 2.4L 14	- Chrome 18" wheels (3.5L)
LX 2.4L 14	LX 2.4L 14	Revised Touring
		- Lthr St. wheel w/Audio Controls
		- Lthr & chrome shift knob
		- 4 wheel disc brakes
		Revised LX
		- Cabin air filtration
		- Floor mats

## **News Flash!!**

Sebring sedan owners rate their car 4.5 out of 5 stars\*

Better than Accord or Camry!

\* Based on Yahoo Owner Reviews of 2008 MY vehicles

## Recommended Mix

LX – 15%

Touring – 75%

Limited – 10%

# 09MY Sebring Convertible

America's favorite convertible better equipped than ever.

## Quality / Value Improvements

- High value features improve quality and value at every price point:
  - LX – Premium cloth top, cabin air filtration, and floor mats now standard
  - Touring – Value leader continues with standard 2.7L V6, 17” aluminum wheels, power front seats with stain repel fabric, 6-disc / 6-speaker audio system, and power top and windows down key fob



- Limited – These luxury features now standard: heated leather seats, ATC, heated/cooled cupholder, windscreen, remote start, 18” chrome wheels, and more!



## Competitive Edge

- Priced lower than Pontiac G6 or VW Eos
- Well equipped Touring \$1,500 less than volume Toyota Solara convertible

- **Power & Efficiency**
  - 29 MPG Highway / 20 City – LX
  - 26 MPG Highway – Touring & Limited
  - Better fuel economy than G6 or Mustang

**29 MPG**

- **Comfort**
  - More interior room than Mustang or Eos
  - Standard cloth top with full interior liner
  - Standard 6-way power driver and passenger seats with driver adjustable lumbar

- **Exclusive features**
  - Heated / cooled cupholder
  - Uconnect GPS with DVD/MP3 capability, 30G hard drive, and navigation

- **Safety features**
  - 5-star side crash test rating
  - Standard Anti-lock brakes
  - Standard Front seat mounted side airbags



- **Peace of Mind**
  - Lifetime Powertrain Warranty



## Simplification

More standard features make Sebring Convertible even more competitive

2008 MY	2009 MY	Revised Limited
Limited	Limited	- Chrome 18" wheels - Heated seats, Hid/Cld cupholder - ATC
Touring	Touring	- Windscreen - UGDO - Remote start - Auto headlamps
LX	LX	Revised LX - Cloth Top - Cabin air filtration - Floor mats

**News Flash!!**  
Sebring convertible owners rate their car 4.5 out of 5 stars\*.

**No competitive convertible rated better!**  
\*Based on Yahoo Owner Reviews of 2008 MY vehicles

## Recommended Mix

- LX – 15%
- Touring – 50%
- Limited – 35%

# 2009MY 300/300C

## V6 Availability With 300C Looks / Improved Exterior/Interior Appearance!

### Quality / Value Improvements

- Improved the LX exterior / interior appearance to a Touring level while keeping the attractive LX price point range. LX now has standard 17-in alum wheels and bright interior accents previously only available on Touring .
- Maintained the popular Touring “New Day” Package (“P” Pkg). AWD now available.

**’09 Touring “P” Over LX “E”:**  
 • Touring Content Value: \$4,330  
 • Discount: (\$1,750)  
 MSRP Added \$2,580

- Limited model upgraded to have same exterior / interior appearance as a 300C – Customers can now get the 300C appearance with a V6 engine.

- 300C has new mesh grille.



New 300C / Limited Mesh Grille



Limited Model – same appearance as 300C



Bright Interior Trim Accents  
LX Interior

### Competitive Edge

- Touring MSRP is \$270 below the volume Buick Lucerne CXL. Touring



also has standard 18-in. chrome-clad wheels, navigation, and side-airbags vs. CXL.

- 300C MSRP is \$1,395 below Cadillac CTS

- Touring standard features not on Lucerne CXL:

- +23 HP
- Touring Ride Control
- 18-in. Alum. Chrome clad Wheels
- 60/40 folding rear seat
- Power Adjustable Pedals
- Unlimited Powertrain Warranty
- AWD Available

- 300C std. features not on Cadillac CTS:

- +66 HP
- Auto Dimming Headlamps
- 18-in. Chrome Clad Wheels
- Heated Front Seats
- Fog Lamps
- 60/40 Rear Folding Seats
- Unlimited Powertrain Warranty



### Simplification

- Reduced from 9 CPOS Pkg’s to 5  
 - 1 LX, 1 Touring, 1 Limited, 2 300C

08MY	09MY
300C “S”	300C “R”
300C “R”	300C “T”
300C “T”	300C “T”
Limited “L”	Limited “L”
Touring “J”	Touring “P”
Touring “P”	Touring “P”
Touring “H”	LX “E”
LX “E”	LX “E”
LX “E”	LX “E”
Total Pkg = 9	Total Pkg = 5

08MY: 300C “S”, 300C “R”, 300C “T”, Limited “L”, Touring “J”, Touring “P”, Touring “H”, LX “E”, LX “E”, LX “E”, Total Pkg = 9

09MY: 300C “R”, 300C “T”, Limited “L”, Touring “P”, LX “E”, LX “E”, Total Pkg = 5

New front mesh grille  
New front mesh grille

Made exterior/interior appearance the same as 300C. Gives customer a choice of getting 300C appearance with a V6 engine.

Maintained the popular “New Day” Package - added new front grille / Interior Improvements. Focused on Improved value. AWD now available.

Base LX - Improved appearance to Touring level and kept attractive price range of LX. Now includes: std. 17-in. alum wheels, bright interior trim, new front grille, illum. visors, illum. cupholders, trunk mat w/logo, decklid liner, air filtration.

### Recommended Mix

- 300C “R” Heritage – 5%
- 300C “T” – 27%
- Limited “L” – 8%
- Touring “P” – 30%
- LX “E” – 30%

# 09MY Town & Country

No other Minivan has better fuel economy, features or value!

## Quality / Value Improvements

### LX

- Added body-color door handles, bright chrome grille, and bright belt molding
- Stow 'N Go seating now standard

### Touring

- Added premium interior door trim (from Limited) & center bezel



- Unsurpassed fuel economy of the 4.0L (17/25 MPG) now available on Touring (28L)

**'09 Touring L value over K:**

- Leather seats (8 way power)
- Heated 1<sup>st</sup> & 2<sup>nd</sup> Row
- Dual DVD Rear Entertainment
- Parkview Rear Backup Camera
- Deluxe Console
- Remote Start
- & More

Content Value = \$5,045  
 NC Dual DVD = (\$1,525)  
 MSRP added = \$3,520

## Competitive Edge

- **Class-exclusive features...**

- Stow 'N Go 
- Swivel 'N Go
- Dual DVD-Sirius Backseat TV
- UConnect Studios with DVD/MP3 capability and 30G hard drive
- Lifetime Powertrain Warranty 

- **Features not found on Odyssey or**

### **Sienna**

- Remote Start
- 1st and 2nd row heated cloth or leather seating
- 8 way power driver and passenger seats
- One touch power folding 3rd row seat
- Tailgate seating

- **More safety features:**

- 5-star crash test rating
- ESC, ABS, and Traction Control
- 3 row side-curtain airbags
- Smart beam headlamps & rain-sensing wipers
- ParkSense® Rear and ParkView® Rear
- New Blind Spot Detection / Rear Cross Path System
- Integrated 2nd Row Booster Seats



## Simplification

- **Reduced from 7 models to 4**

2008 MY

2009 MY

<ul style="list-style-type: none"> <li>• Limited "X"</li> <li>• Touring "M"</li> <li>• Touring "L"</li> <li>• Touring "K"</li> </ul>	<ul style="list-style-type: none"> <li>• Limited "Y"</li> <li>• Touring "I"</li> <li>• Touring "K"</li> <li>• LX "F"</li> </ul>
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**Revised Limited**

- Std Smartbeam headlamps
- Std Rain sensing wipers

**Revised Touring**

- Premium center bezel
- Premium door trim from Limited

**Revised LX**

- Std Stow 'N Go
- Premium interior trim
- Floor mats
- Chrome grille and belt molding
- Color keyed door handles



## Recommended Mix

LX "F" – 10%

Touring "K" – 30%

Touring "L" – 45%

*Including New 28L package w/4.0L*

Limited "X" – 15%



# 2009MY Aspen



Same Great Looks – More Standard Equipment / New 5.7 Hemi Two-Mode Hybrid Offers Fantastic B-I-C Fuel Economy Improvement!

## Quality Product / Value Improvements

- Limited “E” - combined with 08 M/Y “G” package Signature Series II content. Compelling standard equipment added: park assist, rear back-up camera, and 18-inch chrome clad wheels.
- Limited “J” - added standard equipment: remote start, auto-dimming rear view mirror with uconnect phone.
- New Aspen 5.7L Hemi Two-Mode Hybrid 4X4 now available (“V” Pkg):
  - Best-In-Class 20 City / 22 Hwy / 20 overall fuel economy (40% overall improvement vs. 5.7L gas engine)
  - Retains functionality of a full-size SUV. 6,000 lbs. towing capacity.
  - \$2,200 tax credit available.



## Competitive Edge

- Best in-class towing capability
- 5-star frontal crash rating, Std front and side airbags, Std Electronic Stability Program (ESP)



- Aspen offers the most available cargo room behind the 2<sup>nd</sup> row seat – more than Tahoe and Sequoia



- SIRIUS backseat TV available
- Lifetime powertrain warranty
- Aspen Hybrid is nearly \$8,000 less MSRP vs. Tahoe 4X4 hybrid



- Two-Mode Hemi Hybrid produces 400 HP – Most powerful hybrid SUV
- Aspen Hybrid fuel economy is better vs. Tahoe and Sequoia.
- Gets better city fuel economy than a V6 Honda Accord!

## Simplification

- 08 M/Y “E” and “G” CPOS packages combined for 09 M/Y with added standard equipment, including std 18-in chrome clad wheels.

08MY	09MY
	<p><b>Hybrid “V”</b> 5.7L Hybrid Two-Mode Hemi Powertrain. Available 4X4 only. Fuel Economy: 20 City / 22 Hwy / 21 Overall. Similarly equipped like Limited “J” 4X4 model.</p>
<p><b>Limited “J”</b></p>	<p><b>Limited “J”</b> Added Standard Equipment: Rearview mirror w/Auto Dimming and U-connect Hands-Free, Remote Start</p>
<p><b>Limited “G”</b></p>	
<p><b>Limited “E”</b></p>	<p><b>Limited “E”</b> Limited “E” model with Signature Series II content. New Std equipment includes: ParkSense Park Assist, ParkView Rear Back-up Camera, uconnect tunes entertainment system, 18-In Chrome Clad Wheels</p>

## Recommended Mix

Limited “E” 4.7L	20%
Limited “E” 5.7L	20%
Limited “J” 5.7L	60%