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Chrysler Group LLC Hosts Dealers at Announcement Show

September 13, 2010, Auburn Hills, Mich. - Chrysler Group LLC today hosted a record number of dealers at its 2010 Dealer Announcement Show in Orlando.

More than 75 percent of Chrysler Group's 2,314 U.S. dealers attended the event, the company's first announcement show since 2007.

In addition, about 700 Chrysler Group dealers from Canada, Mexico and the company's international markets also traveled to Orlando for the event from as far away as Moscow, Cairo, Shanghai, Dubai and Santiago.

Chrysler Group CEO Sergio Marchionne was the keynote speaker. The Chrysler, Jeep, Dodge, Ram Truck, Fiat and Mopar brand heads each addressed the dealer gathering.

"Our management team is committed to restoring Chrysler's greatness by delivering a product line makeover that is second to none in the industry," Marchionne told dealers today. "We must all be prepared to capitalize on this moment. No matter how creative the advertising or how beautifully designed the vehicles, this alone will not be enough to achieve our ambitious sales goals. For that, we will need trained and dedicated personnel, world-class facilities and, most importantly, your leadership."

Most of these dealers saw for the first time the all-new or significantly refreshed 2011 model year vehicles that Chrysler Group is launching this year, representing 75 percent of its vehicle lineup.

The U.S. dealers in attendance represented a record 90 percent of the company's sales volume. U.S. dealers came from cities such as Anchorage, Alaska; Kaneohe, Hawaii; Provo, Utah; Bloomington, Minn. and Bangor, Maine.

Dealers had the opportunity to speak with product technical experts to learn in detail about new features and design. Chrysler Group dealers will begin ordering many of the 2011 vehicles that they saw today as soon as Thursday this week.

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