

“America’s Import”: Chrysler Brand Returns to its Roots as the Quintessential American Brand

September 1, 2014, Auburn Hills, Mich. - Never before has the Chrysler brand experienced such high levels of awareness and consideration. And, with the brand's all-new flagship now available at dealerships, and with plans to unveil another important, thoroughly refreshed vehicle later this year, “America's Import” is clearly on a roll.

“Today's Chrysler brand stands for quality, design, craftsmanship, performance and efficiency, innovation and technology, all at a very attainable price,” said Al Gardner, president and CEO, Chrysler Brand — Chrysler Group LLC. “We're returning to our roots, the quintessential American brand — a brand that plays at the heart of the mass market, with world-class products that play in all the volume car and people mover segments.”

The proof is in the pudding.

Since 2009, Chrysler Town & Country sales are up 45 percent.

Sales of the 300 are up 50 percent from 2009, and the vehicle has more than 10 percent market share of the full-size car market.

In the mid-size car segment, since replacing the Sebring sedan in 2010, Chrysler 200 sales are up almost four-fold, gaining four full points of share in this highly competitive segment. The Chrysler 200 sedan was the top-selling car for Chrysler Group LLC for the last two years. Awareness and consideration for the brand has increased significantly. Chrysler brand loyalty has improved seven points, or 23 percent over the last three and one-half years. And, since 2009, sales have increased 56 percent to over 350,000 units annually.

That's all before the all-new, beautifully appointed flagship 2015 Chrysler 200 mid-size sedan arrived in dealer showrooms.

All new from the ground up, the 2015 Chrysler 200 debuts a beautiful exterior design featuring the new “face” of the Chrysler brand – a thoughtful, exquisitely crafted interior and an exceptional driving experience, complements of a segment-first nine-speed automatic transmission and the Compact U.S.–wide (CUS-wide) chassis. With the choice of two world-class engines, an innovative all-wheel-drive system, available Sport mode and paddle shifters for an engaged driving experience, and highway fuel economy of 36 miles per gallon (mpg), the all-new Chrysler 200 makes the commute something drivers will look forward to.

Beginning in the fourth quarter, the 2015 Chrysler 200 models will feature engine stop-start (ESS) technology, an emission-lowering and fuel-saving feature on 2015 Chrysler 200 models powered by the 2.4-liter MultiAir2 Tigershark I-4 engine.

“Chrysler is a brand that strives to be ‘ambitious American ingenuity,’ striking the perfect balance of substance and style,” Gardner said. “Chrysler is the mainstream American brand – designed to take on the competition, selling cars and family people movers, yet differentiating itself from other mass market brands through design, innovation and technology and interior craftsmanship.”

In the full-size segment, Chrysler plans to launch a thoroughly refreshed 300 and 300c later this year. They will be shown for the first time in Los Angeles in November, and will be in dealerships early in the first quarter of 2015.

Until then, consumers will still be able to purchase 2014 models, from the Chrysler 300, to the John Varvatos edition, to the 300 SRT. Be it V-6 or V-8, rear-wheel drive or all-wheel drive, there's a 300 for everyone.

Then there's the stalwart Chrysler Town & Country minivan.

For 2015, the Town & Country adds models on both ends of the spectrum, for consumers to choose from.

The 2015 Town & Country Platinum features a luxurious interior environment with Nappa premium leather on all three rows of seating, dual-screen Blu-ray DVD system, power sunroof, and memory seats and mirrors. Also new for 2015 is the Town & Country LX — starting under \$30,000 — which offers customers a number of creature comforts that come standard at a great price, including power sliding doors, power liftgate and 17-inch aluminum wheels and leather-trimmed seats and class-exclusive Stow 'n Go seating.

It all adds up to a significantly changing, formidable lineup – one that will only grow and prosper moving forward.

“We will strive to be consistently flawless, and set new standards with every model, giving consumers the best features and options in every stunning vehicle we make, all at a price point they can afford. We are Chrysler. We are America. We build cars and people movers that consumers will be proud to have in their driveways. We are ‘America’s Import.’”

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand’s first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand’s electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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