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Chrysler LLC Customers to Gain Increased Access to Affordable New Vehicle Financing with Chrysler Financial

- Chrysler customers with a wide range of credit scores are immediately eligible for affordable financing
- Company rolls out national zero percent APR offer on select vehicles
- Partnership with credit unions and independent lenders continues

January 15, 2009, Auburn Hills, Mich. -

With the announcement of Chrysler Financial gaining access to \$1.5 billion in loans from the Treasury Department, qualified new vehicle customers will be able to apply for zero percent financing for up to 60 months when financing a new Chrysler, Jeep® or Dodge vehicle through Chrysler Financial. The affordable financing terms will be available on select 2008 and 2009 MY vehicles, and are effective immediately.

"From both a customer and dealer perspective, it is exciting news that the Treasury Department is providing funding to Chrysler Financial. Now our customers, including those with scores in the 620 range, will be able to apply for affordable loans and our dealers will be more competitive in the marketplace," said Jim Press, Chrysler LLC Vice-Chairman and President. "This will provide a great economic stimulus for car buyers across the country. We have customers who want to buy our vehicles, dealers who want to order vehicles and employees who want to build cars. Now with enhanced financing available in the system we can help our customers get the credit they deserve and help drive America forward."

Zero percent interest financing will be available on 11 Chrysler LLC vehicles, and in many cases for up to 60 months. Vehicles included in the program are Chrysler Town & Country, 300 and 300C, Jeep Grand Cherokee, Commander, Wrangler, Dodge Grand Caravan, Charger, Magnum, Challenger, Ram Pickup and Ram Heavy Duty.

"Now, with \$1.5 billion to loan, more customers can get financed; so it is a good time for them to revisit their Chrysler, Jeep and Dodge dealers," said Steven Landry, Executive Vice President of Chrysler LLC North American Sales, Marketing and Mopar Parts and Service. "Now we have a special bond with the American people and we will do our part by providing the best quality vehicles, with the best fuel economy and now, the best financing. It has never been a better time to buy a car or truck from Chrysler."

Chrysler LLC will highlight the new "zero percent" finance offers through a comprehensive "Driving America" campaign that breaks next week, and includes broadcast, radio, digital and print. The overall campaign features the theme 'Driving America' to showcase the product and competitive pricing being offered on Chrysler, Jeep and Dodge vehicles.

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