

A nighttime photograph of a city skyline, likely Los Angeles, with numerous skyscrapers illuminated with warm yellow and orange lights. In the foreground, several tall palm trees are silhouetted against the city lights. The sky is a deep twilight purple.

2009 Automotive News Marketing Seminar

Judy Wheeler
Director Global Advertising

May 20, 2009

**Run opening 'clips'
President Obama**

Chrysler LLC – Corporate Update

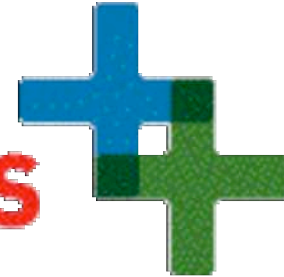
- **History in the making**
- **Making some tough but necessary decisions**
- **Restructuring Plan – on track (30-60 days)**
- **Rebuilding relationships & earning trust**
- **Customer Service ... #1 priority**
- **Paving a new road towards an exciting and profitable future for all**
 - _ (Customers, Dealers, Suppliers and Employees)

Focus on Product



Employee Pricing Plus Plus

EMPLOYEE PRICING PLUS

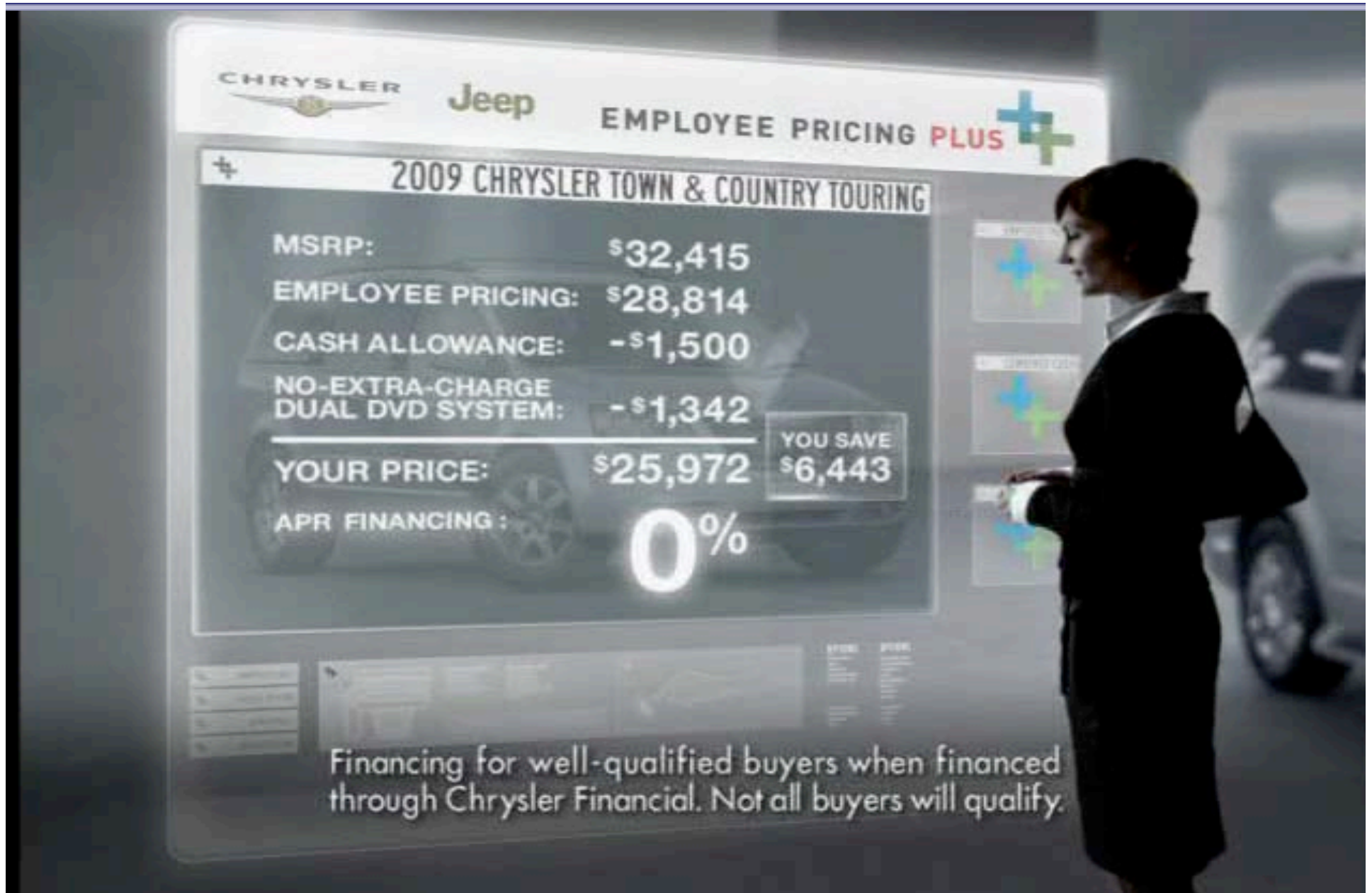


‘virtual showroom concept’



- ✓ **Simple message**
- ✓ **Well organized**
- ✓ **DAAAs aligned with National**
- ✓ **Strong Dealer support**

“Virtual Showroom”



CHRYSLER **Jeep** **EMPLOYEE PRICING PLUS**

2009 CHRYSLER TOWN & COUNTRY TOURING

MSRP:	\$32,415
EMPLOYEE PRICING:	\$28,814
CASH ALLOWANCE:	-\$1,500
NO-EXTRA-CHARGE DUAL DVD SYSTEM:	-\$1,342
YOUR PRICE:	\$25,972
APR FINANCING:	0%

YOU SAVE \$6,443

Financing for well-qualified buyers when financed through Chrysler Financial. Not all buyers will qualify.

WE'RE BUILDING A NEW CAR COMPANY



WE'RE
BUILDING A
NEW CAR
COMPANY.



At Dodge, Chrysler and Jeep, we're redefining the way we do business. We're committed to being smarter, leaner and more competitive. To help us achieve these goals quickly, we've formed a strategic alliance with Fiat. This alliance gives us access to advanced small car technology, enabling us to build high-quality, environmentally friendly, fuel-efficient vehicles. Together, we're poised to serve our customers and dealers better, with a broad lineup of cars and trucks you'll want to drive. Plus, we will have the best powertrain warranty* in the industry, backed by the U.S. Government.
At Dodge, Chrysler and Jeep, we're building a new car company.

COME SEE WHAT WE'RE BUILDING FOR YOU.



CHRYSLER

Jeep

National Print

**50 Market Local
Media Buy**
(May 3rd)

**USA Today &
Wall Street Journal**
(May 4th)

Print - Jeep

Wrangler



We build fishing booths.

We build bread crumbs.

We build bridges.

WE BUILD ROCK TUMBLERS.

WE BUILD THE JEEP WRANGLER. STARTING AT \$21,460.

We build pathways to freedom. The kind that can only be followed with the most capable 4x4 in its class, Tru-lok electronically lockable front and rear differentials, and a 5-star front crash test rating. We back it up with the confidence of a Lifetime Powertrain Warranty. And confidence is contagious. **WE'RE BUILDING A BETTER CAR COMPANY. COME SEE WHAT WE'RE BUILDING FOR YOU.**



Grand Cherokee



We build sanctuaries.

We build skyscrapers.

We build fish finders.

WE BUILD BASE CAMPS.

WE BUILD THE JEEP GRAND CHEROKEE STARTING AT \$31,230.

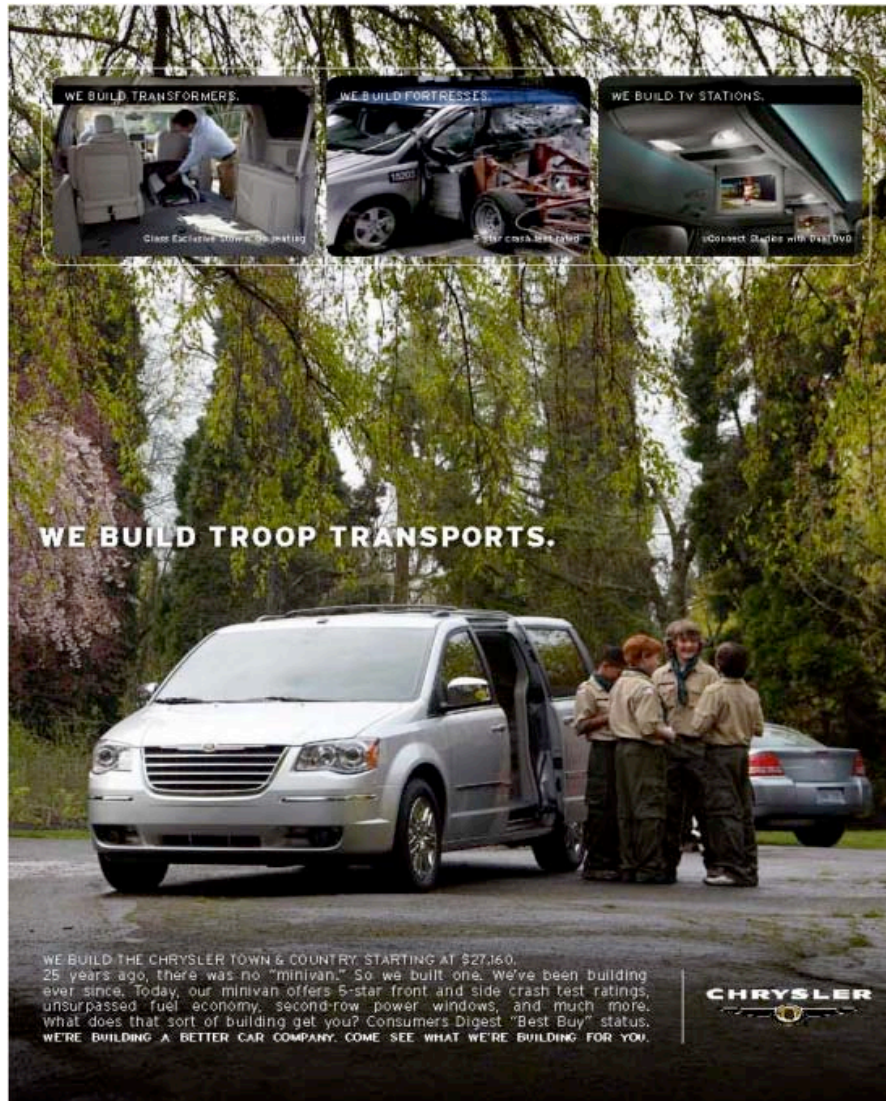
It's an all-access pass to places you never dreamt you'd go. It has security built in, with 5-star front and side crash test ratings, Electronic Stability Program, and Trail Rated 4x4 capability. And no matter how far you go, you'll always be in touch with uconnect nav, internet, and SIRIUS satellite radio. **WE'RE BUILDING A BETTER CAR COMPANY. COME SEE WHAT WE'RE BUILDING FOR YOU.**



Print - Chrysler

Town & Country

300




WE BUILD TRANSFORMERS.
Class Exclusive 15000 lbs. payload

WE BUILD FORTRESSES.
2007 crash test rated

WE BUILD TV STATIONS.
iConnect. Stream with DVD, DVD

WE BUILD TROOP TRANSPORTS.

WE BUILD THE CHRYSLER TOWN & COUNTRY. STARTING AT \$27,160.
25 years ago, there was no "minivan." So we built one. We've been building ever since. Today, our minivan offers 5-star front and side crash test ratings, unsurpassed fuel economy, second-row power windows, and much more. What does that sort of building get you? Consumers Digest "Best Buy" status. **WE'RE BUILDING A BETTER CAR COMPANY. COME SEE WHAT WE'RE BUILDING FOR YOU.**




WE BUILD LAUNCHING PADS.
*3.0 Mercedes-Benz Diesel

WE BUILD CORNER OFFICES.
*iConnect phone and web

WE BUILD SUPER COMPUTERS.
iConnect GPS

WE BUILD LUXURY SUITES.

WE BUILD THE CHRYSLER 300C. STARTING AT \$27,665.
We build more than just stunningly designed cars. We build with intelligence, like Adaptive Cruise Control that automatically adjusts to traffic, SmartBeam Intelligent Headlamps that intuitively adjust intensity, A HEMI V8 that instinctively adjusts to save fuel. **WE'RE BUILDING A BETTER CAR COMPANY. COME SEE WHAT WE'RE BUILDING FOR YOU.**



Print - Dodge

Journey



WE BUILD GETAWAY CARS.

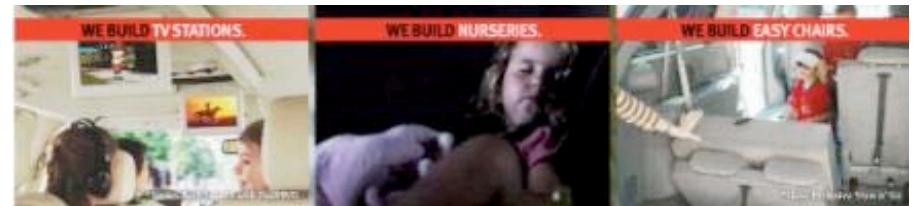


WE BUILD THE DODGE JOURNEY. STARTING AT \$21,500.

We build features into our features. We carve out space in the seats and floors, creating the cross-over with the most innovative storage features in its class. We build the Chill Zone, which creates a cooler in the dashboard. We do all that—and more—in a vehicle that offers 25 mpg highway. **WE'RE BUILDING A BETTER CAR COMPANY. COME SEE WHAT WE'RE BUILDING FOR YOU.**



Grand Caravan



WE BUILD FAMILY ROOMS.



WE BUILD THE DODGE GRAND CARAVAN. STARTING AT \$19,999.

We build features into our features. We carve out space in the seats and floors, creating the cross-over with the most innovative storage features in its class. We build the Chill Zone, which creates a cooler in the dashboard. We do all that—and more—in a vehicle that offers 25 mpg highway. **WE'RE BUILDING A BETTER CAR COMPANY. COME SEE WHAT WE'RE BUILDING FOR YOU.**



“We Build” - Interactive

Corporate site

CHRYSLER ABOUT SUPPORT NEWS BLOG CAREERS CONTACT US

WE'RE BUILDING A NEW CAR COMPANY.
COME SEE WHAT WE'RE BUILDING FOR YOU.



Read about our alliance with Fiat →

SEE WHAT WE'RE WORKING ON

- Get plugged into the world with ENVI

SHOP OUR BRANDS

- Dodge.com
- Jeep.com
- Chrysler.com
- Mopar.com
- GEMcar.com


Brand site

DODGE Home | Dodge Goods

Select a Vehicle Find a Dealer ZIP Dodge Enthusiasts For Owners

We build the future of power and performance.

WE BUILD MECHANICAL BULLS. Learn more →



Learn about Ram 1500 →

Avenger | Caliber | Challenger | Charger | Viper Compare Cars Nitro | Durango | Grand Caravan | Journey Compare SUVs / Minivans / Crossovers Dakota | Ram 1500 | Ram 2500/3500 | Ram Chassis Cab | Sprinter Compare Trucks

We're building a new car company. Read about our alliance with Fiat. Learn More >>

How much is it worth? Estimate your vehicle's trade-in value. Get your price >>

Special offers Enter your ZIP to see your local offers. ZIP GO

WE'RE BUILDING A NEW CAR COMPANY

Jeep Dealer site

JEFF D 487 Leanside Sales: (888) 613-3487

Home Vehicles CarFinder Financing Parts & Service Specials Dealership

No Extra Charge on HEMI® Upgrade on Ram 1500

NEW MODEL LINEUP

- Ram 1500 Truck
- Nitro
- Journey
- Grand Caravan
- Durango Hybrid
- Durango
- Dakota Truck
- Charger Sedan
- Challenger Coupe
- Caliber Hatchback
- Avenger Sedan

WE BUILD FREEDOM MACHINES
With Superior Off-Road Performance

WE BUILD FREIGHT TRAINS
Up to 9,100 lbs towing capacity

Our Car Finder! Get Notified

2005 Toyota 4runner SR5
Price: \$11,899
Bodystyle: SUV
Mileage: 104,888

Service Specials Showroom Parts Specials

Jeep Owner site

Home Jeep® Gear Audio Off Search Jeep.com

Select A Vehicle Dealers In My Area Own 4x4 Basics Jeep® Experience For Owners

My Jeep® Home Contact Us

START HERE

To get the most out of your experience here, select your current vehicle.

Model Year (select)

Vehicle Specs Trade-In Value

Recalls: USA Canada Mexico Enter last 8 digits of VIN GO Where do I find my VIN? Need more help?

Service Contracts

Chrysler Service Contracts 30th Anniversary 1979-2009 Need more help?

Dealers In My Area

Here are the dealers closest to:

Leclunoor Chrysler Jeep
1.03 Miles Away
18165 MACK AVE
DETROIT, MI 48224-1444
(313) 886-3000
Set as My Preferred Dealer

Meade Dodge
1.14 Miles Away
18001 MACK AVE
DETROIT, MI 48224-1475
(313) 884-7210
Set as My Preferred Dealer

Colonial Dodge
4.55 Miles Away
24211 GRATIOT AVENUE
EASTPOINTE, MI 48021-3387
(586) 778-1800
Set as My Preferred Dealer

Roseville Chrysler Jeep
5.11 Miles Away
25800 GRATIOT AVE
ROSFVIL F MI 48166-4480
Set as My Preferred Dealer

WE'RE BUILDING A NEW CAR COMPANY.
COME SEE WHAT WE'RE BUILDING FOR YOU.

Read about our alliance with Fiat →

Chrysler Financial

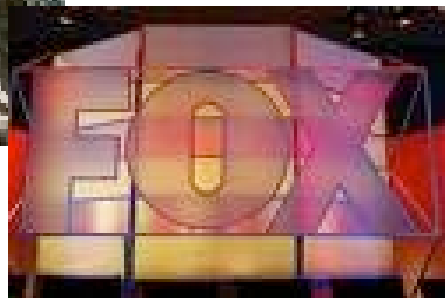
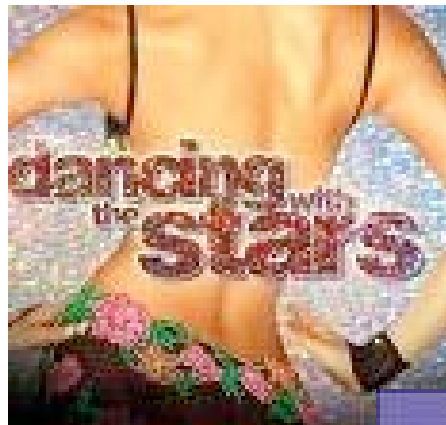
Chrysler Financial Finance Info Make A Payment

Current Offers

SIRIUS SATELLITE RADIO LEARN MORE

NAVTEQ NAVIGATION UPDATES BUY NOW

Prime Time



Run “We Build” Spots

- **Potential Restructure spot**
- **Omnibus**
- **Journey**
- **Town & Country**
- **Wrangler**

WE'RE BUILDING A NEW CAR COMPANY



Come see what we're building for YOU!