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Chrysler Group LLC Announces New “Double CA\$H For Your Old Car” Incentive Program

- Every consumer shopping for a new vehicle qualifies
- Consumers can receive up to \$4,500 for the purchase of an eligible, new 2009 Model Year Chrysler, Jeep® or Dodge vehicle
- Chrysler Group incentive is in addition to the U.S. Government “CARS” program. Consumers with an eligible trade-in under the CARS program can receive up to \$9,000 towards the purchase of an eligible new Chrysler, Jeep or Dodge vehicle

Auburn Hills, Mich. , Jul 22, 2009 - Chrysler Group LLC today announced new incentives, “Double CA\$H for Your Old Car,” that can save consumers up to \$9,000 toward the purchase of a new Chrysler, Jeep® or Dodge vehicle.

“Everyone shopping for a new car or truck qualifies for an incentive of up to \$4,500 – even if they don’t have a vehicle that qualifies under the U.S. Government’s program,” said Steven Beahm, Vice President – Sales Operations, Chrysler Group LLC. “This incentive is great in that it’s easy to understand and available to everyone.”

Beginning July 23, 2009, Chrysler Group LLC will offer up to \$4,500 Consumer Cash or 0 percent financing for 72 months through GMAC Financial Services on most 2009 model vehicles. These incentives are valid through August 31, 2009.

July 23, 2009 also marks the start of the U.S. Government’s Car Allowance Rebate Systems (CARS) program, more commonly known as “cash for clunkers.” The CARS program offers a government credit of either \$3,500 or \$4,500 for trading in an inefficient vehicle that is not more than 25 years old for the purchase of a new vehicle. The amount of the credit is determined based on the fuel-economy improvement between the turn-in vehicle and the new vehicle purchased.

“The administration’s program is aimed at getting less fuel-efficient vehicles off the road, and for vehicles that meet the requirements, offers a great incentive to do so,” Beahm said. “But we didn’t want consumers without qualifying vehicles to feel left out so we are offering up to \$4,500 to everyone.”

Chrysler Group offers consumers 35 Chrysler, Jeep and Dodge vehicles from which to choose at almost 2,400 Chrysler, Jeep and Dodge dealerships located across the United States.

About Chrysler Group LLC

Group, produces Chrysler, Jeep, Dodge, Mopar® and Global Electric Motors (GEM) brand vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Dodge Ram. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line, including environmentally friendly vehicles.

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