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### **Moving on All Fronts to Re-engage its Customers, Chrysler LLC Launches Corporate Campaign That Brings Dreams to Life**

- Chrysler LLC launches corporate campaign that begins a dialogue with America and brings to life the realization of its customers' dreams
- Campaign breaks April 14 with theme line "If you can dream it, we can build it."
- Industry leading online Customer Advisory Board already includes hundreds of customers

**Auburn Hills, Mich.** - Moving on all fronts to re-engage its customers, Chrysler LLC launches a corporate campaign on April 14 with the theme line "If you can dream it, we can build it." The campaign begins a dialogue with America about the Company's culture and passion for delivering on customers' dreams.

"Great companies are driven by a deep sense of who they are and their core values. We realigned our values and put the customer at the core of everything we do," said Jim Press, Vice Chairman and President, Chrysler LLC. "We are driven to deliver the realization of their dreams through products that they are passionate about owning and driving. And we are poised to do it better, and in a way that no other company can."

With its new nimble structure, Chrysler is moving quickly to deliver more quality and value than ever. During the first 60 days of the new Chrysler, the Company approved 260 line item product enhancements representing an investment of a half billion dollars. The product changes continue to grow and are currently at more than 400.

"Through new management, new products and a renewed customer focus, Chrysler is moving on all fronts to engage our customers and harness their insights, inspirations and dreams as we move quickly to develop and refine new technologies and products," said Deborah Meyer, Vice President and Chief Marketing Officer, Chrysler LLC. "We are dedicated to listening to customers and responding with our dream machines, be it the Dodge Challenger, Dodge Ram, Chrysler 300, Jeep® Wrangler Unlimited or the all-new 2009 Dodge Journey with a new flexible interior and innovative storage elements."

Meyer added, "This new campaign reintroduces Chrysler to America as a passionate automotive company that has a heritage of innovation and a passion for design, which is all focused on the core of our business—the customer—and delivering on their needs and dreams."

The new television spot, titled "Assembly Road," is designed to announce that there is a new Chrysler -- one that is driven by an emotional connection to the customer and their vehicle. It's all about Chrysler using customer input to build the kind of cars they dream of. The spot brings this to life by taking vehicle assembly off the line and onto the open road. As a chassis rolls out of the plant and down the road, all kinds of people in all kinds of places start adding what they want on a vehicle including MyGig™ with navigation, dual DVD system and Swivel 'n Go™ seating system. The spot closes with the theme line, "If you can dream it, we can build it."

Available in both 30- and 60-second versions, the television spot will air starting April 14 on network NHL, network NBA, and cable stations including NHL and NBA games.

In addition to the television, corporate print ads feature messages from Chrysler that are written in a very down-to-earth style about everything from gas prices to green technology. The ads represent Chrysler talking to its customers about not falling out of love with their cars, but rather all the things Chrysler is doing technologically to keep their love affair with vehicles intact.

The series of corporate print ads will appear starting the week of April 14 in publications such as Business Week, Forbes, Fortune, The Economist, Wall Street Journal, USA Today, Black Enterprise and Hispanic Business.

### **Connecting with the Customer**

Earlier this year, Chrysler kicked off the New Day Celebration to establish the New Chrysler and the Company's customer-centric focus. The New Day Celebration launched 12 special vehicle packages with more content at a greater value, as well as [www.ChryslerListens.com](http://www.ChryslerListens.com), a place where customers can talk to Chrysler.

Additionally, Chrysler launched the automotive industry's first online Customer Advisory Board to establish two-way dialogue within a closed social network. Within two weeks of the application being available online, more than 4,000 people have applied to be part of the Customer Advisory Board.

"Chrysler designers and engineers have always had a pulse on the market to deliver segment-leading products, but the launch of the Customer Advisory Board gives us a new way to connect with our customers and be even more responsive and innovative," said Meyer.

Many of the Customer Advisory Board members are already participating online by completing their profile, responding to polls, posting messages to the discussion board and sharing their thoughts with the Company.

"We are going beyond focus groups to gain valuable insights that we can share throughout the Company," said Meyer. "Our Customer Advisory Board is another tool to stay in touch with our customers and be more innovative with our customer relationships. It's another way we can take inspiration from their thoughts."

The corporate campaign was created by BBDO – agency of record for Chrysler LLC.

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Additional information and news from Chrysler LLC is available at: <http://www.media.chrysler.com>