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Chrysler Group LLC brings back 'Minivan Month' for April

April 5, 2011, Auburn Hills, Mich. - Chrysler Group LLC announced today it is bringing back the 60-day "Minivan Pledge" to launch Minivan Month.

The pledge allows consumers purchasing a new 2011 Chrysler Town & Country or Dodge Grand Caravan minivan during April to return the vehicle, no questions asked, within 60 days. In addition to the pledge, consumers can choose $750 in Customer Cash or attractive financing as low as 2.9 percent for 60 months.

An additional $750 in Bonus Cash is available for consumers who purchase the Chrysler Town & Country. Consumers who purchase the Dodge Grand Caravan also are eligible for up to $1,500 in Trade-In Bonus Cash. In addition, current Grand Caravan owners are eligible for $1,000 in Owner Loyalty Cash.

The Chrysler Town & Country was the best-selling minivan in the United States during 2010. Both the Chrysler Town & Country and the Dodge Grand Caravan minivans topped 100,000 units in 2010, returning Chrysler Group to dominance in the segment it established. The Dodge Grand Caravan is America's best-selling minivan ever.

"We are so confident in our minivans that we have brought back the Minivan Pledge," said Fred Diaz, President and Chief Executive Officer – Ram Truck Brand and Lead Executive for U.S. Sales. "Consumers will be thrilled with all the improvements we made in our new 2011 Town & Country and Grand Caravan minivans. With this pledge, consumers also will have the peace of mind that they made the right purchase decision."

Consumers should see their participating local Chrysler, Jeep®, Dodge and Ram Truck dealer for full program rules.

New incentives for April on 2011 models include:

Chrysler Brand

Consumers who purchase a 2011 Chrysler 200 Convertible are eligible for $750 Consumer Cash or attractive financing as low as 0 percent for 36 months, up to 3.9 percent for 72 months. Consumers also are eligible for an additional $750 in Bonus Cash.

Attractive lease rates are available on the 2011 Chrysler 200 sedan and convertible, and the 2011 Chrysler Town & Country.

Jeep® Brand

Consumers who purchase the 2011 Jeep Liberty are eligible for up to $3,000 in Consumer Cash or attractive financing as low as 0 percent for 60 months.

In celebration of the Jeep brand's 70th Anniversary, the Mopar brand announced today $500 Mopar Bucks for 2011 Jeep Wrangler accessories. Consumers who purchase a 2011 Wrangler in April are eligible for $500 worth of Jeep accessories.

Attractive lease rates are available on the 2011 Jeep Compass, Patriot, Liberty and Grand Cherokee.

Dodge Brand

Consumers who purchase a 2011 Dodge Journey are eligible for $750 in Consumer Cash, and up to $1,750 Consumer Cash on the Crew and Lux models, or attractive financing as low as 1.9 percent for 60 months.

Consumers who purchase a 2011 Dodge Durango RWD are eligible for $1,000 Consumer Cash or attractive

financing as low as 1.9 percent for 60 months.

Attractive lease rates are available on most 2011 Dodge models.

Ram Truck

Consumers who purchase a 2011 Ram 1500, 2500 or 3500 pickup are eligible for $1,000 in Trade-In Cash or attractive financing rates.

Consumers who purchase a Ram 1500 Crew Cab are eligible for $500 Ram Box Bonus Cash.

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