

## Chrysler Brand's Town & Country Minivan Helps Pave the Road to Literacy

- Chrysler Brand's 'Road to Literacy' social media campaign to donate up to 150,000 books to schools across the country

April 28, 2011, Auburn Hills, Mich. - The Chrysler Brand is helping to make a difference toward improving literacy one test drive at a time with the launch of the new "Road to Literacy" Facebook campaign. The "Road to Literacy" program enlists the help of consumers to participate in the program via Facebook and test drives of the 2011 Chrysler Town & Country minivan at their local dealer. The Chrysler Brand will donate up to 150,000 books to schools across the country. To participate, consumers can visit the "Road to Literacy" Facebook page at <http://apps.facebook.com/road-to-literacy/>.

"The Chrysler Brand believes in the importance of educating our young people as they are next generation of leaders, scientists, engineers and designers. Books are a source of education and inspiration and help to introduce children to new countries and ideas in a fun and engaging manner," said Olivier Francois, President and CEO, Chrysler Brand, Chrysler Group LLC. "We hope that schools across the country will encourage their students and parents to join us in these efforts toward improving literacy and help donate 150,000 books to their school of choice and especially to schools in need."

To participate, visit the "Road to Literacy" Facebook page at <http://apps.facebook.com/road-to-literacy/> and click on the "Donate Books" tab. Each participant will be asked to enter the school they would like to receive the book donation. Once the school has been selected, consumers can choose a local dealer to complete a test drive of the 2011 Chrysler Town & Country. Once the test drive at the local dealer is complete, the participant will be given a "unique donation dealer code" to be entered on the Facebook site. Once the code is entered by the participant, five books will be sent to their school of choice and five books will be sent to a school in need. The Chrysler Town & Country Facebook page offers a tracking tool to monitor the book donation progress and see which school is logging the most donations.

The "Road to Literacy" campaign runs through June 1 and any school (pre-school - high school) in the U.S. is eligible and encouraged to join the program. To register for the program, visit the Chrysler Town & Country Facebook page ([www.Facebook.com/ChryslerTownandCountry](http://www.Facebook.com/ChryslerTownandCountry)) and click-on the "Donate Books" tab to submit the name of school to receive the book donation and find the nearest Chrysler dealership to test drive the 2011 Chrysler Town & Country.

Participants are able to encourage others to join in the efforts by sharing the promotion with their friends and family on Facebook.

To enter and find out more information, including full promotion rules, visit [www.Facebook.com/ChryslerTownandCountry](http://www.Facebook.com/ChryslerTownandCountry).

### About Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, groundbreaking technology, craftsmanship and intuitive innovation – all at an extraordinary value – since the company was founded in 1925.

The Chrysler brand continues that tradition in 2011 with a rejuvenated, stylish, well-crafted product lineup. Every 2011 vehicle the brand sells is all-new or significantly redesigned and engineered from the ground up. This succession of innovative product introductions propels the brand's standing as the leader in design, engineering and value. "Design with purpose" puts the premium for the Chrysler brand in the product, not the price.

The new Chrysler Town & Country minivan, the best-selling minivan in the United States in 2010, leads the way with a new powertrain offering best-in-class horsepower; an all-new, exquisitely crafted interior that includes improved Stow 'n Go® seating; an updated, elegant exterior design and over 40 standard safety and technology features on every model, including SafetyTec which includes blind spot monitoring, rear cross path detection, ParkSense® rear park assist, ParkView® rear back-up camera, rain-sensing wipers and SmartBeam headlamps. The Chrysler Town & Country minivan has won the R.L. Polk Loyalty award an unprecedented 10 times in-a-row.

The new 2011 Chrysler 200 sedan and Convertible offer elegant styling within a vehicle segment often noted for its “sea of sameness.” A stylish new exterior and all-new interior will wow consumers with its craftsmanship, high-quality materials and understated elegance. The new powertrain and major suspension overhaul provides a confident, spirited driving experience. Every safety feature is standard on the 200 sedan and 200 Convertible, and all models are packed with standard features at a price that offers customers a remarkable value.

With its elegant proportions and head-turning style, the all-new 2011 Chrysler 300 takes the “most award-winning new car ever” to new heights – combining the best of the nameplate’s 56-year history with world-class craftsmanship, execution and upscale materials. Unmistakable proportions with added design, refinement and a more tailored appearance provides the all-new Chrysler 300 sedans with distinctive styling. By combining world-class accommodations with American style, the all-new Chrysler 300's interior features an expressive and elegant design with authentic materials, passenger comfort features and precise fit and finish. The 2011 Chrysler 300 sedans deliver grand-touring performance and world-class handling with efficient powertrains and new second-generation E-segment chassis architecture. Customers will feel connected, comfortable and secure with state-of-the-art connectivity, infotainment and more than 70 safety and security features. The iconic vehicle of the Chrysler brand sets the new standard for American sedans.

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