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Chrysler 200 Factory Tour Invites Consumers to First-of-its-Kind Interactive Look at the Making of the All-New 2015 Chrysler 200

- Chrysler 200 Factory Tour,an interactive online experience using Google Maps Business View technology, takes consumers inside the Sterling Heights Assembly Plant (SHAP) for a first-of-its-kind virtual tour inside the factory that builds the all-new 2015 Chrysler 200
- The virtual tour, with 360-degree interactive films and photography, lets users get up-close to aspects of the assembly process, taking them inside the 5 million square feet of the rebuilt factory (the equivalent of 86 football fields)
- Creative execution built out of Chrysler's continued commitment to quality and craftsmanship
- The Chrysler 200 Factory Tour is available on both laptop and mobile devices, including both Android and Apple operating systems

September 22, 2014, Auburn Hills, Mich. - In order to build the all-new 2015 Chrysler 200, the Chrysler brand went back to the drawing board and rebuilt everything — even the factory that makes it. As the highly anticipated, all-new 2015 Chrysler 200 continues to arrive at dealerships across the country, the Chrysler brand presents the Chrysler 200 Factory Tour experience with Google Maps Business View,giving consumers a first-of-its-kind look inside the auto making process. The virtual tour, with 360-degree interactive films and photography, allows users to get up-close to aspects of the assembly process, taking them inside the 5 million square feet of the Sterling Heights Assembly Plant (SHAP) in Michigan. The Chrysler 200 Factory Tour is available on both laptop and mobile devices, including both Android and Apple operating systems.

"Just as we pioneered a completely new Chrysler 200, we are pioneering a new way for consumers to research a vehicle. The Factory Tour is an opportunity for us to prove to consumers that the all-new 2015 Chrysler 200 is not one ever built before. It's 'all-new' in every aspect, and will challenge consumer perceptions in the mid-size segment," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "I personally wish everyone could visit the plant to walk through and experience the fascinating process live. But since we can't bring people to the plant, we've worked with Google to openly bring the plant to the people, so they can themselves experience how these processes drive precision, reliability and deliver an exceptional and truly all-new Chrysler 200."

An interactive online experience, www.chrysler200factory.com,introduced and narrated by SHAP employee Shawn Jeffers (Senior Manager, Center Manager Assembly Operations), takes consumers inside the newly renovated 5 million-square-foot Sterling Heights (Mich.) Assembly Plant (SHAP) with Google Maps Business View. Nearly $1 billion was spent to prepare the facility to play an integral role in the production of the all-new 2015 Chrysler.

"Consumers spend hours researching various characteristics of a car in the buying process," said Al Gardner, President and CEO of Chrysler Brand, Chrysler Group LLC. "In today's economy, and with so many consumer options, we believe showing where and how the all-new 2015 Chrysler 200 is made will make a lasting impression, and continue to speak volumes about the Company's commitment to quality and craftsmanship in the most transparent way. Many of these unique features go well beyond the ones consumers will be able to see in the new 200 on the showroom floor. But they matter and are vital to building a world class vehicle. The Chrysler 200 Factory Tour gives us this opportunity."

A 30-second introductory film, titled " Reverse," leads into a premium-quality, 360-degree virtual tour of the factory's interior, using Google Maps Street View technology. The Chrysler brand, with the help of Google Trusted Photographers, captured the auto-manufacturing process through a variety of films and photography. A navigation tool offers people a guided tour through 12 unique videos dedicated to individual areas of the assembly plant, or they

can explore every inch of the 5 million square feet on their own. Some highlights include:

- **The All-New Body Shop** – More than 1 million square feet and more than 1,000 robots at work to build one automobile.
- **The Butterfly Assembly** – An efficient process that simultaneously brings together the two sides of the body on opposite sides of the factory before making their way to the heart of the facility where they are married.
- **Laser Brazing** – An advanced system in the body shop where lasers carefully seal each edge of the roof with one long weld.
- **State-of-the-Art Metrology Center** – A team of engineers and skilled tradesmen within the facility check every last micron of the Chrysler 200 to ensure the precision of the vehicle's fit and finish.
- **The All-New Paint Shop** – One of the most energy-efficient and advanced paint shops yet gives the Chrysler 200 its color as well as even more durability and protection.

The Chrysler 200 Factory Tour experience, created in partnership with independent advertising agency Wieden+Kennedy Portland and development partner Legwork, will also extend to Chrysler brand's social media channels, including Instagram, Facebook and Twitter.

Inspired by iconic American design, the all-new 2015 Chrysler 200 delivers beautiful craftsmanship using high-quality materials, understated elegance, fuel economy of up to 36 miles per gallon highway and is loaded with state-of-the-art safety, security and technology features. The result is not just a world-class car, but a world-class factory that makes it.

About Google Maps

Google Maps Business View lets you explore 360-degree virtual tours of businesses and other institutions, using Street View technology. You can experience the business's ambience and decor with familiar Street View navigation by stitching together a series of high resolution panoramic photos to create a 360-degree interactive experience. Google Maps Business View appears in Google Search results, Google Maps, and Google+, whether you're using your computers, smartphones or tablets.

About the Chrysler 200

The all-new 2015 Chrysler 200 is where exquisite style meets exceptional performance. The Chrysler 200 leapfrogs expectations for a mid-size car with an elegant exterior design, a thoughtful, beautifully crafted interior and an exceptional driving experience complements of a segment-first nine-speed automatic transmission and an Alfa Romeo-based chassis. With highway fuel economy of up to 36 miles per gallon; the most available safety and security features in the segment with 60; an available, best-in-class all-wheel drive system; easy-to-use, state-of-the-art technology and a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just $21,700, the all-new 2015 Chrysler 200 is a car that customers will be proud to own, at a price they will appreciate. The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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