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2007 Chrysler PT Cruiser Convertible: Marketing

August 31, 2006, Auburn Hills, Mich. -

MARKET POSITION

The 2007 Chrysler PT Cruiser Convertible is positioned in the heart of the convertible segment, and along with the Chrysler Sebring Convertible and Chrysler Crossfire Roadster make Chrysler "America's Convertible Company." While the convertible segment is relatively small at about 325,000 annual units, volume in the luxury specialty segments increased nearly 50 percent in the past four years. Standard luxury car segments are up more than 12 percent in total over the same time period, demonstrating continued growth on several levels within the market. The Chrysler PT Cruiser Convertible draws from the entire convertible segment, in addition to appealing to those who may not have considered a convertible before.

DEMOGRAPHICS

- Gender: 62 percent female/38 percent male
- Median Age: 55 years old
- Median Annual Household Income: \$78,000
- Household: 72 percent married
- Education: 30 percent college graduate

MARKET ADVANTAGES

Styling

- Refined exterior with updates to front and rear fascias, a new front grille, new headlamps and fog lamps
- Interior features large gauges, flush, rotating shutoff air vents, a Chrysler signature analog clock, large glove box and a center console with increased storage space
- High-output Turbo engine provides 230 horsepower
- Convenience features include available six-way power adjustable seat and an Electronic Vehicle Information Center
- Radio options including a premium Boston Acoustics sound system, and standard MP3 play capability on all models
- Coordinated features, inside and out, top up and top down

Versatility

- More interior volume than competition
- Pass-through luggage volume of 13.3 cu. ft. to hold two golf bags
- Nine different seat configurations
- Versatile Fold and Tumble 50/50 rear seats

Comfort

- At least 10 more inches of rear seat leg room than the competition
- Same rear-seat height as sedan

Performance/Handling

- Only convertible in its class with two turbocharged engines (180 horsepower and 230 horsepower)
- Structural reinforcements for superior convertible ride and handling
- Body-in-white stiffness of 4,693 ft.-lb./deg (twist) and 42,800 lbs./in. (bend)

Quietness

- Quiet convertible top up or top down
- Extensive wind-tunnel testing, acoustic treatments and weather stripping
- Sport bar design
- “Smart” glass system

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