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Chrysler Brand Solidifies Its Leadership Position as America's Premiere Convertible Brand with All-new 2008 Chrysler Sebring Convertible

- With a starting U.S. Manufacturer's Suggested Retail Price of $26,145 (including a $675 destination charge), Chrysler Sebring Convertible delivers open-air freedom with elegant coupe styling and functionality of a year-round car
- Designed and engineered to deliver all-season driving comfort
- Model line-up offers a broad range of powerful and fuel-efficient powertrain and feature combinations
- Priced less than comparable outgoing model with more standard equipment

March 29, 2007, Auburn Hills, Mich. - America's Convertible Company set the bar high when developing its newest drop top, determined to give buyers everything they want and need, including the option to choose the freedom that comes with an open air convertible, without compromising on the functionality of a steel roof. The result is the 2008 Chrysler Sebring Convertible — an all-new vehicle that both meets the needs and exceeds the expectations of convertible buyers looking for the style, elegance and functionality of a year-round car, as well as the open-air freedom that only comes with a convertible.

"With the all-new 2008 Sebring Convertible, the Chrysler brand is introducing another innovative vehicle that solidifies the brand's standing as a leader in great design, purposeful technology, outstanding value and, of course, maker of the coolest convertibles," said George Murphy, Senior Vice President – Global Marketing, Chrysler Group. "Sebring Convertible answers the emotional and rational needs of the buyer so they can enjoy the convertible experience with family and friends 365 days a year."

The all-new Chrysler Sebring Convertible is available with three convertible top options, including vinyl, cloth and a retractable hard top. Additional features designed and engineered to deliver all-season driving comfort include everything from an available factory-installed rear windscreen, which blocks the biggest breezes when the top is down, to Electronic Stability Program (ESP) and Traction Control, which keep all wheels headed in the right direction during the worst weather.

In addition to its drop-top ability, the Sebring Convertible also offers buyers excellent fuel economy, and many new, high-tech features designed to make their lives easier and safer, such as the MyGIG™ multimedia navigation audio, entertainment and communication system, a heated/cooled cupholder, YES Essentials® stain-resistant seat fabric and a combination of class-leading safety features, including standard multi-stage front air bags, standard front-seat-mounted side air bags and standard anti-lock brakes (ABS). Sebring Convertible also delivers the Chrysler brand's distinctive, elegant exterior styling and world-class interior craftsmanship.

"The 2008 Chrysler Sebring Convertible provides the fun and open-air freedom convertible buyers want, without forcing them to compromise on practicality," Murphy added. "This new Sebring Convertible will attract new buyers, keep current owners in the fold and solidify the Chrysler brand's leadership as the number-one convertible manufacturer."

Tops in the Segment

The 2008 Chrysler Sebring Convertible competes primarily in the Standard Specialty segment, with some consideration from Luxury Specialty Segment buyers in the U.S. market. The convertible portion of the Standard Specialty segment has remained fairly steady over the past 5 calendar years, with an average of 150,000 units sold each year. The convertible segment is expected to achieve steady growth in the near future as buyers turn to more niche vehicles.

In the United States, Chrysler Sebring Convertible is designed to appeal to successful Baby Boomers who want a car that's just for them. They love the open-air freedom of a convertible, and they appreciate that their new Sebring Convertible is practical 365 days of the year. These buyers are 40-60 years old, and 70 percent of them are married. They are well-educated and earn a median income of approximately $90,000. Fifty percent are male, 50 percent are female and 60 percent are college-educated. These Sebring Convertible buyers are fun, carefree, classy, friendly, smart and easy-going. The all-new Chrysler Sebring Convertible meets their demands for a vehicle that can do triple duty for going to work, running errands and pleasure drives with the top down.

Chrysler Sebring Convertible Model Lineup
The 2008 Chrysler Sebring Convertible is available in the United States in three models: Chrysler Sebring Convertible, Chrysler Sebring Convertible Touring and Chrysler Sebring Convertible Limited.

2008 Chrysler Sebring Convertible
With a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of $26,145 (including a $675 destination charge), the Chrysler Sebring Convertible model features a standard 2.4-liter World Engine that produces 173 horsepower (129 kW) and 166 lb.-ft. (225 N•m) of torque coupled with a four-speed automatic transmission. Other standard equipment includes side seat-mounted head and thorax air bags, four-wheel disc anti-lock brakes (ABS), Tire Pressure Monitoring system, automatic latching vinyl convertible top, hard tonneau, remote keyless entry, tilt/telescoping steering column, power windows with express down feature, power locks and mirrors, AM/FM radio with six-disc CD player and DVD/MP3 connectivity and play capability and six speakers, six-way power driver seat with driver adjustable lumbar, six-way power adjustable passenger seat, visor mirrors, floor mats, passenger seat back map pocket, an electroluminescent cluster with outside temperature display, Chrysler signature analog clock in the instrument panel, rear window defroster, speed control, locking glove box, sliding front center armrest, an upper and lower bin in the center console and a second power outlet.

On the exterior, the Chrysler Sebring Convertible model features standard heated power mirrors, quad headlamps with off-time delay, bright beltline molding and 16-inch tires with wheel covers.

Available options on the Sebring Convertible model include remote start with auto down windows, automatic retracting top that retracts with the press of a button on the key fob, automatic window down on the key fob, remote start, SIRIUS Satellite Radio, UConnect Hands-free Communication System with automatic-dimming rearview mirror, daytime running lamps, smoker's group, engine block heater, cast-aluminum wheels and a Travel Convenience Group (which includes YES Essentials premium seat fabric, cabin air filtration system and theft alarm).

2008 Chrysler Sebring Convertible Touring
The 2008 Chrysler Sebring Convertible Touring has a starting U.S. MSRP of $28,745 (including a $675 destination charge). In addition to the standard features on the Chrysler Sebring Convertible model, the 2008 Chrysler Sebring Convertible Touring model features a standard 2.7-liter V-6 Flexible Fuel Vehicle (FFV) engine that produces 189 horsepower (141 kW) and 191 lb.-ft. (259 N•m) of torque, paired with a four-speed automatic transaxle. Additional standard equipment includes YES Essentials stain-resistant seat fabric, Electronic Vehicle Information Center, Tire Pressure Monitoring display, travel computer, Satin Silver accents and chrome interior door handles.

Standard exterior equipment on the Chrysler Sebring Convertible Touring includes a Touring badge, heated body-color exterior mirrors, automatic headlamps and 17-inch tires with aluminum wheels.

Available options on the Chrysler Sebring Convertible Touring model, beyond the options available on the Sebring Convertible model, include a cloth or retractable hard top convertible top, MyGIG, an Electronic Convenience Group (which includes heated/cooled cupholder, remote start, single-zone automatic temperature control, automatic headlamps, cabin air filtration system, Universal Garage Door Opener, automatic-dimming rear-view mirror and security alarm) and a Special Touring Group (which includes 18-inch tires and aluminum wheels, cloth convertible top, windscreen, leather/chrome shift knob, leather-wrapped steering wheel, steering-wheel-mounted audio controls, leather trimmed and heated seats, and fog lamps).

2008 Chrysler Sebring Convertible Limited
The 2008 Chrysler Sebring Convertible Limited model has a starting U.S. MSRP of $32,345 (including a $675 destination charge). In addition to the standard features on the Chrysler Sebring Convertible and Sebring Convertible Touring models, the Chrysler Sebring Convertible Limited features a standard 3.5-liter V-6 engine that produces 235 horsepower (175 kW) and 232 lb.-ft. (232 N•m) of torque coupled with a new six-speed automatic transaxle that

comes standard with Auto Stick.

Additional standard features include a cloth convertible top, leather-trimmed seats, leather shifter knob, leather-wrapped steering wheel with audio controls, tortoise shell accents on the steering wheel, instrument panel and doors, chrome exterior door handles, Satin Silver door handles and PRNDL bezel, premium Boston Acoustics sound system, cabin air filtration system, bright sill scuff pad, automatic-dimming rearview mirror and theft alarm.

Standard exterior equipment on the Chrysler Sebring Convertible Limited model includes a Limited badge, fog lamps and 18-inch tires with aluminum wheels.

Options, beyond those available on the Sebring Convertible and Sebring Convertible Touring models, include a Luxury Group (which includes 18-inch tires and chrome-clad wheels, heated front seats and a windscreen) and an Electronic Convenience Group (which includes automatic headlamps, remote start, single-zone automatic temperature control, universal garage door opener and heated/cooled cupholder).

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