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## **2009 Chrysler Sebring Convertible - America's Favorite Convertible - Offers Class-leading Innovations, Fuel-efficient Engine Options and Two Convertible Top Choices**

August 31, 2008, Auburn Hills, Mich. - The Chrysler Sebring Convertible delivers what no other convertible on the road can: Chrysler's sleek and elegant design, exhilarating performance with excellent fuel efficiency, a spacious interior that comfortably seats four adults and enough room in the trunk to hold two golf bags, even when the top is down.

The 2009 Chrysler Sebring Convertible offers two convertible top options: cloth and a body-color painted steel retractable hard top, both of which retract with the push of a button on the key fob. With a standard power hard tonneau cover on all models, top up or down, the Chrysler Sebring Convertible provides the benefits of a coupe and the true open-air freedom of a convertible at an affordable price.

Fuel economy is a high priority for many of today's car buyers, and the 2009 Chrysler Sebring Convertible's standard 2.4-liter four-cylinder World Engine with dual variable valve timing delivers fuel efficiency of 20 miles per gallon (mpg) in the city and 29 mpg on the highway. Mated to a four-speed automatic transaxle, this engine provides 173 horsepower (129 kW) and 166 lb.-ft. (225 N•m) of torque.

The 2009 Chrysler Sebring Convertible provides innovative features that will please both the driver and passengers, including:

- A trunk spacious enough to hold four golf bags when the convertible top is up and two golf bags when the top is down
- Available remote convertible top-down operation with the push of a button on the key fob
- Automatically latching convertible-top system
- Standard power hard tonneau cover neatly conceals the two convertible tops when retracted
- Seat belts integrated into front and rear seats enhance seat comfort and make it easier for passengers to get into the back seat
- Available Remote Start allows drivers to warm up or cool down their convertible from a distance
- Available windscreen reduces wind and road noise
- Locking glove box secures important documents and small items, top up or down
- Available heated/cooled cup holder helps keep warm beverages warm and cold beverages cool
- Stain Repel Seat Fabric with three key benefits: repels stains, controls odor and reduces static electricity
- uconnect phone with Bluetooth® technology, uconnect tunes, uconnect gps and uconnect studios with SIRIUS Satellite Radio
- Rear cup holders positioned in rear quarter panels for easy access by rear-seat passengers
- Passenger seatback with a map pocket for storage
- Doors with map pocket inserts

### **2009 CHRYSLER SEBRING CONVERTIBLE: WHAT'S NEW FOR 2009**

#### **EXTERIOR**

- 18-inch chromed aluminum wheels (now standard on Chrysler Sebring Convertible Limited)
- Body-color painted steel retractable hard top (now standard on Chrysler Sebring Convertible Limited)
- Color: Silver Steel Metallic Clear Coat replaces Dark Titanium Metallic Clear Coat

#### **INTERIOR**

- Dark Slate Gray interior replaces Slate Gray/Light Slate Gray (all models)

- Trunk mat with brand logo and deck lid closing assist handle (all models)
- Floor mats and cabin air-filtration system (all models)
- Dramatically improved acoustic package for reduced noise levels in the cabin (all models)

#### **ELECTRICAL**

- uconnect phone featuring Bluetooth technology (now standard on Chrysler Sebring Convertible Limited)
- Heated front seats, windscreen, Remote Start, automatic headlamps, HomeLink universal home security system transceiver, automatic temperature control and heated/cooled cup holder (now standard on Chrysler Sebring Convertible Limited)

#### **SAFETY AND SECURITY**

- Electronic Stability Program (ESP) with All-speed Traction Control (now standard on Chrysler Sebring Convertible Touring and Limited)

#### **PACKAGES**

- Convenience Group now includes Remote Start with power top and windows down with the push of a button the on key fob (Chrysler Sebring Convertible LX)
- Premium Audio Group includes uconnect gps, auto-dimming mirror and Boston Acoustics speakers (Chrysler Sebring Convertible Touring)

#### **DESIGN**

The 2009 Chrysler Sebring Convertible shares many traits with its sedan sibling, including the distinctive face of Chrysler, the brand's signature eggcrate grille and a uniquely sculpted hood featuring the Chrysler brand's elegant lines.

The 2009 Chrysler Sebring Convertible takes a shape all of its own from the side. With an overall length that is three inches longer than the sedan, the side profile is lengthened and provides enough cargo room in the trunk to hold two golf bags when the roof is retracted.

From the rear, wide taillamps are mounted on the corners and deck lid for visibility and visual impact. Chrome-tipped dual exhaust outputs hint at the Chrysler Limited's performance capability with its standard 3.5-liter V-6 engine and six-speed automatic transaxle.

The 2009 Chrysler Sebring Convertible's interior features a modern, clean design with soft surfaces on interior touch points, including the instrument panel cover and door armrests.

As many as four occupants may experience the Chrysler Sebring Convertible's comfortable, roomy interior. Rear-seat passengers have plenty of head and leg room, which provides year-round functionality.

#### **ENGINEERING**

Three engine options power the 2009 Chrysler Sebring Convertibles sold in the United States: the standard 2.4-liter four-cylinder World Engine, an available Flex Fuel Vehicle (FFV) 2.7-liter V-6 engine and an available 3.5-liter V-6 engine coupled with a new six-speed automatic transaxle featuring Auto Stick.

Fuel economy is a high priority for many of today's car buyers, and the 2009 Chrysler Sebring Convertible's standard 2.4-liter four-cylinder World Engine with dual variable-valve timing delivers fuel efficiency of 20 mpg in the city and 29 mpg on the highway. Mated to a four-speed automatic transaxle, this engine provides 173 horsepower (129 kW) and 166 lb.-ft. (225 N•m) of torque.

The available 2.7-liter V-6 Flex Fuel Vehicle (FFV) engine produces 186 horsepower (139 kW) and 191 lb.-ft. 260 (N•m) of torque. This 2.7-liter V-6 engine achieves 18 mpg in the city and 26 mpg on the highway. It also operates effectively on any blend of gasoline and fuel-grade ethanol up to E85.

Chrysler Sebring Convertible Limited models sold in the United States feature 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 six-speed automatic transaxle that comes standard with Auto Stick. The 3.5-liter V-6 engine and six-speed automatic transaxle deliver excellent performance and fuel efficiency, as well as smooth quiet operation. The Sebring Convertible's 3.5-liter V-6 engine achieves 16 mpg in the city and 27 mpg on the highway.

The Chrysler Sebring Convertible has a rigid body structure to provide a quiet, comfortable ride and help eliminate cowl shake, even when the top is down. The front-wheel-drive architecture and the three-box vehicle design contribute to a body that is 2.5 times stiffer in twist and 1.5 times stiffer in bending than the previous-generation Chrysler Sebring Convertible. These refinements make the Chrysler Sebring Convertible structure stiffer than other convertibles on the market that cost thousands of dollars more.

## **PRODUCT HIGHLIGHTS**

America's favorite convertible offers class-leading innovations and premium amenities at an affordable price

- Two convertible top options: cloth and retractable hard top
- Standard hard tonneau cover with automatic latching top
- Available convertible roof top and windows that retract with the push of a button on the key fob
- Available factory-installed windscreen
- Available Remote Start

Sleek, elegant hard-top design offers coupe styling with the fun and open-air freedom of a drop top for comfortable driving 365 days a year

Spacious interior with exceptional cargo room

- Best-in-class trunk space of 12.1 cubic feet with the top up and 6.6 cubic feet with the top down
- Trunk fits two golf bags when the top is retracted; four golf bags when the top is up
- Comfortable room for four adults - Sebring Convertible's rear seat provides a competitive 33.5 inches of leg room
- Front seat belts integrated into front seats for easy rear-seat entry

Fun-to-drive 3.5-liter engine provides excellent performance

- Available 3.5-liter engine with a six-speed automatic delivers 235 horsepower and 232 lb.-ft. of torque and achieves estimated fuel economy of 16/27 mpg (city/highway)
- Available 2.7-liter V-6 engine provides flex-fuel capability and delivers 18/26 mpg (city/highway)
- Standard 2.4-liter World Engine is fuel efficient and fun to drive, achieving an estimated 20/29 (city/highway)

Class-leading safety features

- Standard multi-stage front driver and passenger air bags
- Standard front-seat-mounted side air bags for head and thorax protection
- Low-risk deployment air bags
- Standard four-wheel-disc Anti-lock Brake System (ABS)
- Available ESP

## **MODEL LINEUP**

2009 Chrysler Sebring Convertible LX

Standard Features

- Front-wheel drive
- 2.4-liter World Engine - 173 horsepower (129 kW) and 166 lb.-ft. (225 N•m) of torque
- Four-speed automatic transaxle
- AM/FM radio with six-disc CD player and DVD/MP3 connectivity and play capability
- Automatic-latching cloth convertible top
- Bright beltline molding
- Cabin air-filtration system
- Chrysler signature analog clock in the instrument panel

- Electroluminescent instrument cluster with outside temperature display
- Four-wheel disc brakes with ABS
- Hard tonneau cover
- Locking glove box
- Passenger seatback map pocket
- Power windows with express-down feature
- Power locks and mirrors
- Luxury floor mats
- Quad headlamps with off-time delay
- Rear window defroster
- Remote keyless entry
- Second power outlet
- Sentry Key® Engine Immobilizer
- Side seat-mounted air bags for head and thorax protection
- 16-inch steel wheel covers with P215/65R16 tires
- Six speakers
- Six-way power driver seat with driver-adjustable lumbar
- Six-way power adjustable passenger seat
- Sliding front center armrest
- Speed control
- Tilt- and telescoping-steering column
- Tire Pressure Monitoring (TPM)
- Trunk mat
- Upper and lower bin in the center console
- uconnect studios with SIRIUS Satellite Radio
- Visor mirrors

#### Optional Features

- Smoker's Group
- Engine block heater
- 17-inch cast-aluminum wheels and P215/60R17 BSW all-season tires
- Convenience Group including Stain Repel Seat Fabric, Remote Start (packaged with automatic retracting top and windows down with the touch of a button on the key fob) and theft alarm

#### 2009 Chrysler Sebring Convertible Touring

##### Standard Features

In addition to the standard features on the Chrysler Sebring Convertible LX model, the 2009 Chrysler Sebring Convertible Touring model features:

- 2.7-liter V-6 Flex Fuel Vehicle (FFV) engine - 186 horsepower (139 kW) and 191 lb.-ft. (260 N•m) of torque
- Automatic top and windows down with the touch of a button on the key fob
- Chrome interior door handles
- Electronic Vehicle Information Center (EVIC)
- ESP with All-speed Traction Control
- Heated body-color exterior mirrors
- Satin Silver accents
- 17-inch aluminum wheels with P215/60R17 BSW all-season tires
- Soft front console armrest
- Stain Repel Seat Fabric
- Touring badge
- Touring suspension
- Travel computer

##### Optional Features

Available options on the Chrysler Sebring Convertible Touring model, beyond the options available on the Sebring Convertible LX model, include:

- uconnect tunes with AM/FM/CD/DVD/HDD/MP3 radio featuring touch-screen operation

- Navigation and Sound Group I including uconnect gps with AM/FM/CD/DVD/HDD/MP3 radio, uconnect phone with Bluetooth technology, Boston Acoustics speaker system and navigation featuring touch screen and voice recognition
- Special Touring Group including 18-inch aluminum wheels and P215/55R18 BSW tires, windscreen, leather/chrome shift knob, leather-wrapped steering wheel, steering-wheel-mounted audio controls, leather-trimmed and heated seats, and fog lamps
- Electronic Convenience Group including uconnect phone featuring Bluetooth technology, heated/cooled cup holder, Remote Start, single-zone automatic temperature control, automatic headlamps, HomeLink universal home security system transceiver, automatic-dimming rearview mirror and theft alarm

#### 2009 Chrysler Sebring Convertible Limited

##### Standard Features

In addition to the standard features on the Chrysler Sebring Convertible LX and Sebring Convertible Touring models, the Chrysler Sebring Convertible Limited features:

- 3.5-liter V-6 engine - 235 horsepower (175 kW) and 232 lb.-ft. (232 N•m) of torque
- Six-speed automatic transaxle
- Auto Stick
- Body-color painted steel retractable hard top
- Automatic-dimming rearview mirror
- Automatic headlamps
- Bright sill scuff pad
- Chrome exterior door handles
- 18-inch chromed aluminum wheels with P215/55R18 BSW tires
- Fog lamps
- Heated/cooled cup holder
- Leather shift knob
- Leather-wrapped steering wheel with audio controls
- Limited badge
- Premium leather-trimmed, heated seats
- Remote Start
- Satin Silver door handles and PRNDL bezel
- Single-zone automatic temperature control
- Theft alarm
- Trunk lid liner
- Tortoiseshell accents on the steering wheel, instrument panel and doors
- uconnect phone featuring Bluetooth technology
- HomeLink universal home security system transceiver
- Windscreen

##### Optional Features

Available options on the Chrysler Sebring Convertible Limited model, beyond the options available on the Sebring Convertible Touring model, include:

- uconnect tunes with AM/FM/CD/DVD/HDD/MP3 radio featuring touch-screen operation
- uconnect phone with hands-free Bluetooth technology
- Navigation and Sound Group I including uconnect gps with AM/FM/CD/DVD/HDD/MP3 radio, uconnect phone with Bluetooth technology, Boston Acoustics speaker system and navigation featuring touch screen and voice recognition

## **SAFETY AND SECURITY**

The 2009 Chrysler Sebring Convertible offers more than 25 safety and security features. Please refer to the Safety and Security Glossary in the Safety and Technology section for descriptions of the following available features:

- Standard Advanced Multi-stage Driver and Passenger Front Air Bags

- Standard Front-seat-mounted Side Air Bags for Head and Thorax Protection
- Low-risk Deployment Air Bags
- Standard Four-wheel Disc Anti-lock Brakes (ABS)
- Electronic Stability Program (ESP)
- Brake Assist (included with ESP)
- All-speed Traction Control (included with ESP)
- Side Guard Door Beams
- Available Auto-dimming Rearview Mirror
- BeltAlert
- Brake/Park Interlock
- LATCH (Lower Anchors and Tethers for CHildren)
- Constant Force Retractors (CFR)
- Crumple Zones
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- Available HomeLink Universal Home Security System Transceiver
- Inside Emergency Trunk Release
- Interior Head-impact Protection
- Knee Bolsters
- Remote Keyless Entry
- Seat-belt Pretensioners
- Available Security Alarm
- Sentry Key® Engine Immobilizer
- Tire Pressure Monitoring (TPM)
- uconnect phone featuring Bluetooth technology

#### **COLOR AVAILABILITY**

- Bright Silver Metallic Clear Coat
- Brilliant Black Crystal Pearl Coat
- Deep Water Blue Pearl Coat (new)
- Inferno Red Crystal Pearl Coat
- Silver Steel Metallic Clear Coat (new)
- Stone White Clear Coat

#### **MANUFACTURING INFORMATION**

- 2009 model year production start: July 2008
- Production location: Sterling Heights Assembly Plant in Sterling Heights, Mich.
- 2.4-liter four-cylinder World Engine: Global Engine Manufacturing Alliance (GEMA) plant in Dundee, Mich.
- 2.7-liter V-6 engine and 3.5-liter V-6 engine: Kenosha Engine Plant in Kenosha, Wis.
- Four-speed automatic transaxle: Kokomo Transmission Plant, Kokomo, Ind.
- Six-speed automatic transaxle: Kokomo Transmission Plant, Kokomo, Ind.

#### **MARKET POSITION**

America's favorite convertible is better than ever. Elegantly designed and expertly engineered to provide beautiful styling, spirited performance and useful technology in a roomy, comfortable convertible to be enjoyed with family and friends year round.

#### **TARGET DEMOGRAPHICS**

- Gender: 45 percent male/55 percent female
- Age/Household: 40-60 year-old Baby Boomers, 70 percent of whom are married
- Median Annual Household Income: \$90,000
- Education: 60 percent college graduate

## **MARKET ADVANTAGES**

- From the Sebring Convertible model equipped with a 2.4-liter four-cylinder World Engine and cloth top to the Chrysler Sebring Convertible Limited model with the 3.5-liter V-6 engine and retractable hard top, Sebring Convertible offers great styling, better handling and more useful features at a better price than leading competitors in the segment
- The Chrysler Sebring Convertible offers two automatically latching tops, including a retractable hard top, that drops with the touch of a button on the key fob
- The Chrysler Sebring Convertible's spacious interior provides seating for up to four adults
- The Chrysler Sebring Convertible also offers a unique combination of features including:
  - o A trunk spacious enough to hold four golf bags when the convertible top is up and two golf bags when the top is down
  - o Available remote convertible top-down operation with the touch of a button on the key fob
  - o Automatically latching convertible-top system
  - o Standard power hard tonneau cover neatly conceals any of the three convertible tops when retracted
  - o Seat belts integrated into front and rear seats enhance seat comfort and make it easier for passengers to get into the back seat
  - o Available Remote Start allows drivers to warm up or cool down their convertible from a distance
  - o Available windscreen reduces wind and road noise
  - o Locking glove box secures important documents and small items, top up or down
  - o Available heated/cooled cup holder helps keep warm beverages warm and cold beverages cool
  - o Stain Repel Seat Fabric with three key benefits: repels stains, controls odor and reduces static electricity
  - o Rear cup holders positioned in rear quarter panels for easy access by rear-seat passengers
  - o Passenger seatback with a map pocket for storage
  - o Doors with map pocket inserts

## **PRODUCT CHRONOLOGY**

### 2008 MODEL YEAR

Production of the all-new 2008 Chrysler Sebring Convertible began in March 2007 at the Sterling Heights (Mich.) Assembly Plant. Features included:

### 2008 Chrysler Sebring Convertible LX

#### Standard Features

- Front-wheel drive
- 2.4-liter World Engine (173 horsepower [129 kW] and 166 lb.-ft. [225 N•m] of torque)
- Four-speed automatic transaxle
- Side seat-mounted air bags for head and thorax protection
- Four-wheel disc Anti-lock Brake System (ABS)
- Tire Pressure Monitoring (TPM)
- Automatic-latching vinyl convertible top
- Hard tonneau cover
- 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
- Six speakers
- Six-way power driver seat with driver-adjustable lumbar

- Six-way power adjustable passenger seat
- Visor mirrors
- Passenger seatback map pocket
- Electroluminescent instrument 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
- Second power outlet
- Quad headlamps with off-time delay
- Bright beltline molding
- 16-inch tires with wheel covers
- SIRIUS Satellite Radio

#### Optional Features

- Remote Start (packaged with automatic retracting top that operates with the touch of a button on the key fob)
- UConnect® Hands-free Communication System (included automatic-dimming rearview mirror)
- Daytime running lamps
- Premium floor mats
- Smoker's Group
- Engine block heater
- Cast-aluminum wheels
- Travel Convenience Group (included YES® Essentials Seat Fabric, cabin air-filtration system and theft alarm)

#### 2008 Chrysler Sebring Convertible Touring

##### Standard Features

In addition to the standard features on the Chrysler Sebring Convertible LX model, the 2008 Chrysler Sebring Convertible Touring model featured:

- Standard 2.7-liter V-6 Flex Fuel Vehicle (FFV) engine - 186 horsepower (139 kW) and 192 lb.-ft. (260 N•m) of torque
- Automatic top and windows down with the touch of a button on the key fob
- YES® Essentials Seat Fabric
- Electronic Vehicle Information Center (EVIC)
- Tire Pressure Monitoring (TPM) System
- Travel computer
- Satin Silver accents
- Chrome interior door handles
- Touring badge
- Heated body-color exterior mirrors
- Automatic headlamps
- Premium floor mats
- 17-inch tires with aluminum wheels

##### Optional Features

Available options on the Chrysler Sebring Convertible Touring model, beyond the options available on the Sebring Convertible LX model, included:

- Special Touring Group (included 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)
- Retractable hard top convertible top
- Boston Acoustics speaker system
- ESP with traction control
- MyGIG® Entertainment System with AM/FM/CD/DVD/HDD/MP3 radio featuring touch-screen operation
- MyGIG® Multimedia Infotainment System with AM/FM/CD/DVD/HDD/MP3 radio with SIRIUS Satellite Radio,

UConnect® Hands-free Communication System with Bluetooth technology and navigation featuring touch screen and voice recognition

- Electronic Convenience Group (which included heated/cooled cup holders, Remote Start, single-zone automatic temperature control, automatic headlamps, cabin air-filtration system, HomeLink universal garage door opener, automatic-dimming rearview mirror and theft alarm)

#### 2008 Chrysler Sebring Convertible Limited

##### Standard Features

In addition to the standard features on the Chrysler Sebring Convertible LX and Sebring Convertible Touring models, the Chrysler Sebring Convertible Limited featured:

- 3.5-liter V-6 engine (235 horsepower [175 kW] and 232 lb.-ft. [232 N•m] of torque)
- Six-speed automatic transaxle
- Auto Stick
- Cloth convertible top
- Premium leather-trimmed seats
- Leather shift knob
- Leather-wrapped steering wheel with audio controls
- Tortoiseshell accents on the steering wheel, instrument panel and doors
- Soft front console armrest
- Chrome exterior door handles
- Satin Silver door handles and PRNDL bezel
- Premium Boston Acoustics sound system
- Cabin air-filtration system
- Bright sill scuff pad
- Trunk lid liner
- Automatic-dimming rearview mirror
- Theft alarm
- Limited badge
- Fog lamps
- 18-inch tires with aluminum wheels

##### Optional Features

Options, beyond those available on the Sebring Convertible LX and Sebring Convertible Touring models, included:

- Luxury Group (which included 18-inch tires and chrome-clad wheels, heated front seats and windscreen)
- Electronic Convenience Group (which included automatic headlamps, Remote Start, single-zone automatic temperature control, HomeLink universal home security system transceiver and heated/cooled cup holder)

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