

Chrysler Group Launches Top Down Days To Kick-Off 2004 Convertible Season

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- Chrysler Introduces Hot New Convertible Styles for 2005
- Consumers Can Enter to Win a Chrysler PT Cruiser Convertible When They Visit www.topdowndays.com
- Convertible Style Tips Offered by Carson Kressley, Fashion Savant

Chrysler Group, America's convertible company, kicks-off the official convertible season and long-awaited summer months with the launch of National Top Down Days, just in time for Memorial Day weekend.

Chrysler Group invites consumers to join in the sun, fun and style of Top Down Days, celebrating the introduction of two new convertibles - the Chrysler Crossfire Roadster and the Chrysler PT Cruiser Convertible -- in addition to the powerful Dodge Viper Roadster and Chrysler Sebring Convertible.

Convertible enthusiasts looking to spice up their top down season can visit www.topdowndays.com and enter to win a PT Cruiser Convertible, pick-up Chrysler's Top Ten Top Down tips for style offered by fashion guru - Carson Kressley, vote on their favorite top down driving songs and take a test to match their personality to the convertible that is right for them.

Overall, convertible sales in the U.S. have grown 21 percent since 1997, with more than 300,000 open-top cars purchased last year.

"At this time of year, it's easiest to see America's love affair with convertibles and their enjoyment of the open-top driving experience," said George Murphy, Senior Vice President, Marketing, Chrysler Group. "Chrysler is America's convertible company with more soft-top options than any other automaker. National Top Down Days celebrates summer and the convertible as the ultimate summer icon."

The lineage of Chrysler Group's convertibles is among the most notable in the industry, including the classic 1946 Chrysler Town & Country, legendary "letter series" cars of the 1950s and 1960s, and the Chrysler LeBaron convertible - which reintroduced America to open-top driving in 1982.

Today, Chrysler Group's heritage of open-top driving is thriving with a selection of convertibles that offers consumers soft-top options no matter what their preferred style:

- New 2005 Chrysler Crossfire Roadster - combines Chrysler brand's signature design and convertible leadership with proven engineering. For a sophisticated driver looking to get noticed, Crossfire Roadster can drop its top in 22 seconds.
- New 2005 Chrysler PT Cruiser Convertible - same great innovative design as the popular PT Cruiser, it now has a convertible top and a luxuriously refined interior.
- Chrysler Sebring Convertible - America's most popular convertible, it is ergonomically designed for unmatched driving comfort.
- Dodge Viper SRT-10 Roadster - the ultimate American sports car gone topless for the enthusiast driver who wants the open-air driving experience.

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