

A Private Screening

AND YOUR SEATS ARE RESERVED



Lights. Camera.
Advantage: Chrysler.

A Private Screening

of the New Fall Lineup.

Coming to a Dealership Near You: Cars, Stars, A Complimentary Gift, and a Few Surprises.



During the first week of October, over 5,000 Chrysler-Plymouth, Dodge, and Jeep and Eagle dealerships across the country will host their biggest, single-day new car and truck announcement event in over 20 years. It will feature, at each dealership, a satellite broadcast direct from Detroit, with a special appearance by Lee Iacocca. A unique, solid silver commemorative coin, celebrating the 200th anniversary of the Bill of Rights will be presented to each invitation-only ticket holder who attends. Complimentary refreshments will be served and there'll be much, much more.

"A Private Screening" will be one of the most exciting new vehicle introduction events since the days when cars arrived at dealerships shrouded in canvas covers.

Entrance to the screening — by invitation only — will require a special admission ticket. Watch the mail for yours. It will arrive at your home during the last week of September.

In the meantime, here are some of the details:

Cars and Stars

In addition to Lee Iacocca, our new 1991 cars and trucks are the stars of this show.

For a sneak preview of what they look like, simply turn to page five where you'll find a full-color section on all the latest models.

But remember, nothing can take the place of actually getting behind the wheel and experiencing the thrill of test-driving a new car or truck.

You'll have every opportunity to do just that at your "Private Screening." What's more, we encourage you to open trunks, slam doors, kick tires, whatever it takes to prove to yourself that the 1991 cars and trucks are the best in our history.

And we'll be ready to show you how easy it can be to take home your very own new car. We have trained professionals on hand to appraise your present vehicle should you consider trading it in.

Our intent at "A Private Screening" is to provide you with fun, excitement, news, and information about our new 1991 cars and trucks. If we can accomplish that, we'll consider the event a success.





Your Gift: A Commemorative Silver Coin

1991 marks the return of real excitement to new car announcement time. It also celebrates the 200th anniversary of our country's Bill of Rights.

All those who present their ticket at "A Private Screening" will receive a specially commissioned coin commemorating the Bill of Rights' 200th anniversary, compliments of your dealer.

The coin was commissioned exclusively by Chrysler Corporation for this event. This troy ounce limited-edition coin of .999 fine silver, features the Bill of Rights on one side and an American Eagle on the other. Its value as a collectible is enhanced by the fact that all dies are to be destroyed after this limited-edition run.

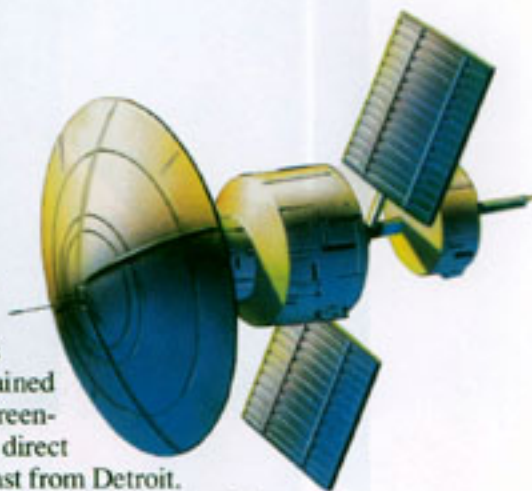


Lee Iacocca ... Via Satellite

One of the ways you'll be entertained at "A Private Screening" will be via direct satellite broadcast from Detroit.

The presentation will be in an exciting format that will include music, celebrity hosts, and a fashionable preview of Chrysler Corporation's newest cars and trucks. You'll also get some impressive facts about the many things Chrysler is doing to ensure your automotive safety.

The highlight of the satellite show will be an appearance by Chrysler Corporation Chairman Lee Iacocca.



A Special Message from the Chairman

Whenever Mr. Iacocca talks, he makes news. And on the evening of "A Private Screening" he will deliver a personal message to you ... a message that could very well affect your decision on the purchase of a new vehicle. So plan to attend this huge gala event as Chrysler Corporation puts the fun — and the facts — back into new car announcement time.

Watch for the Invitation in Your Mailbox

During the last week of September you will receive your special invitation to "A Private Screening." It will provide you with information about date, time and place; and the ticket which will admit you and your guest. Be sure to bring your ticket along so you can receive the unique commemorative silver coin which celebrates the 200th anniversary of our country's Bill of Rights.



Special Message From Lee Iacocca

Subject: The Chrysler Advantage

When we began our "Advantage: Chrysler" advertising a few months ago, I wasn't shy about telling people that it was time to stop apologizing for the quality of American products, particularly automobiles. And most particularly, Chrysler-built products. The reaction to some of the statements I made was quick, and the reaction was strong. Probably because we were making some very strong and — for once — some very positive statements about the high quality of American products.

I've never had so much mail resulting from an advertising campaign. And most of it came from people who are fed up with hearing that nothing worthwhile comes from America anymore. Those Americans who wrote to me were saying:

"Let's fight back."

That's what we are trying to do here at Chrysler. We have plenty to be proud of when it comes to standing up against the competition. Any competition, whether it comes from domestic car makers or from car makers anywhere else in the world.

Consider just a few of our advantages:

First, consider customer satisfaction. The bottom line measurement of how successful we are as a company depends on you, and your satisfaction. We have led the Big Three domestic manufacturers in customer satisfaction for four years in a row. These measurements are based on owner opinions of both product quality and dealer service experience.*

Next, consider safety, a factor that's becoming

more and more important to Americans. I'm sure you've seen the commercials that show how our air bags have saved lives. We lead the industry in the application of air bag technology. In fact, every Chrysler Corporation passenger car built in the United States is equipped with a driver-side air bag.

But there's another area that we call "active safety" that we're deeply involved in — things like steering feel and response, handling, engine response ... and braking. A vehicle's braking system can be its most important safety feature. That's the reason we have more models available with antilock brakes than all the Japanese manufacturers combined. In 1991, we're making antilock brake systems available on 26 models.

Then, consider quality. Our 1991 products are built as well, and backed as well — or better — than any products in our history. One example: We're building in a high level of corrosion protection that makes the competition take notice.

And finally, consider our products. Once you've had a chance to review our model lineup for 1991, starting on the next page, I think you'll agree that we have plenty to be proud of. And if we have any catching up to do, it's only in getting the word out about all the advantages Chrysler *does* have.

That's why I'm extending a personal invitation to you to attend "A Private Screening" at your dealership ... to see and drive the products that give this company what I believe is a well-deserved ...

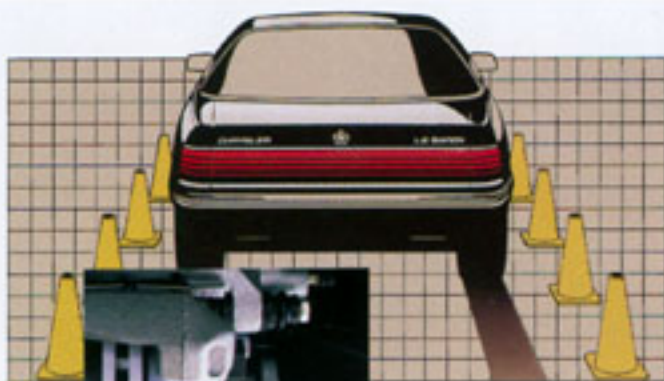
Advantage: Chrysler

*J.D. Power and Associates 1987, 1988, 1989 and 1990 Customer Satisfaction with Product Quality and Dealer ServiceSM Based on one full year of ownership.

SAFETY: THE ADVANTAGE OF YOUR LIFE



Occupant Protection—all American-built Chrysler Motors' passenger cars have a driver-side air bag. Simulated air bag deployment shown.



Safer Stops—with a four-wheel antilock brake system on selected cars and mini vans, and rear antilock brake system on selected trucks.

Passenger Protection—three-point restraints for front and rear outboard passengers on American-built Chrysler Motors' cars.

ADVANTAGE: Dodge
Dodge Truck
Chrysler-Plymouth



**SAVE BIG WITH AVAILABLE
SPECIAL DISCOUNT OPTION
PACKAGES**

See dealer for details.



DODGE CARAVAN

With an all-new look inside and out for 1991, Caravan retains the "form follows function" attitude that made it one of the world's best-selling mini vans.

A new "on-demand" all-wheel-drive system (AWD) and four-wheel antilock brakes* provide additional safety and are available on Caravan SE and LE models.

Seating for seven people is standard on every Caravan model except Base. And a new Quad Command Seating Package, optional on SE and LE models, includes four bucket seats and a rear bench seat.

What's more, Caravan was ranked highest in customer satisfaction of all mini vans, foreign or domestic, in the latest J.D. Power Survey of mini vans and light-duty trucks.**

With advantages like this, it's no wonder that Caravan is regarded as the "gold standard" of mini vans.

* Late availability on AWD models.
** 1989/1990 J.D. Power and Associates Light-Duty Truck Customer Satisfaction with Product Quality & Dealer Service Surveys '88/'89 models.





DODGE STEALTH

The all-new Stealth R/T Turbo was engineered with but one purpose in mind: To take high performance to even greater heights with ...

A standard driver-side air bag.
Advanced twin turbo/twin intercooled technology.

A zero to sixty time of 5.0 seconds.*

Ultrasophisticated full-time all-wheel drive and speed-dependent four-wheel steering.

An electronically controlled, dual-mode fully independent suspension.

A four-wheel, high-performance vented disc brake system with integrated ABS.

A close-ratio Getrag five-speed manual transmission.

An ergonomically exact cockpit.

*Manufacturer's data





DODGE DAYTONA

Daytona offers three distinct models with a wide range of performance features that allow you to create just the kind of performance coupe you want with ...

A wide choice of engines and transmissions.

An available antilock brake system.*

Quick-ratio, power-assisted rack-and-pinion steering.

A maximum performance handling suspension.

A driver-side air bag and three-point seat belts for the front and two rear passengers.

*Late availability.

DODGE SHADOW AMERICA

The new Shadow America is one of America's best car values. It's the lowest-priced car in America to offer the safety of a driver-side air bag as standard equipment. And included in its low price is a long list of standard items such as aerodynamic styling, liftback versatility, 2.2-liter SOHC EFI

engine, power-assisted rack-and-pinion steering, and power-assisted front disc, self-adjusting rear drum brakes.

DODGE SHADOW CONVERTIBLE

Introducing two sun lover specials. Shadow Convertible and Shadow ES Convertible (shown). Both feature the high-performing 2.5-liter SOHC EFI engine and five-speed manual

overdrive transaxle. Power windows are standard on both convertibles, and both feature a quick, easy changeover from soft-top style to "no-top" style.





DODGE SPIRIT

The new Dodge Spirit R/T has been designed to outperform the world's finest performance sedans. So it's equipped with a 2.2-liter dual overhead cam, 16-valve, intercooled turbocharged engine that delivers 224 horsepower.

Add to that a five-speed close-ratio manual overdrive transaxle, performance handling suspension and power-assisted four-wheel disc brakes and you realize

that R/T is no ordinary family sedan.

Neither are the other 1991 Spirits. In fact, every Spirit offers an extraordinary combination of safety features, interior roominess and value.

Among Spirit's standard safety features are a driver-side air bag and three-point seat belts for front and rear outboard passengers. Four-wheel antilock disc brakes are also available as an option.

Spirit offers enough room to travel in comfort, family-style. And Spirit's doors open wide for easy access, while its low lift-over trunk height makes it easy to load and unload.



DODGE MONACO

Dodge Monaco is one of the roomiest cars in its class. Its high-performance 3.0-liter V6 engine is standard on both ES and LE models. And Monaco's sleek, elegant shape is one of the most aerodynamic in its class. An advanced four-wheel disc antilock braking system is available on both models and Monaco features front passive and rear active lap and shoulder belts for outboard seating positions.

DODGE DYNASTY

The elegant Dodge Dynasty is the classic sedan with an outstanding combination of luxury and value. Dynasty LE's two available V6 engines offer impressive horsepower. Dynasty features a standard driver-side air bag and a new available remote keyless entry system, which joins a security alarm and illuminated entry in the optional Security Package.



NO. 1 IN CUSTOMER
SATISFACTION—FOR THE
SECOND YEAR IN A ROW!*



DODGE RAM PICKUP

More value. Dodge Ram pickups offer a choice of four new Customer-Preferred Advantage Packages that provide big discounts and tailor your pickup to your specific needs.

More payload. Dodge Ram pickup is America's hardest-working full-size pickup with a higher base payload than any of its one-half, three-quarter, or one-ton comparable two-wheel-drive regular cab competitors.

More power, more torque, more towing capacity. The Ram pickup, which features new front-end styling, is also the only full-size pickup to offer the power and performance of a Cummins Turbo Diesel engine.

More satisfaction. Owners have rated the Dodge Ram pickup No. 1 in customer satisfaction — better than Ford, Chevy or GMC full-size pickups — for the second year in a row!*

Longer warranty. Dodge's world-famous 7/70 Power Train and 7/100 Anticorrosion Limited Warranties[†] are the longest truck warranties in the industry.



*J.D. Power 1989 and 1990 Light-Duty Truck Customer Satisfaction Survey

[†] For complete warranty details, see page 13.



DODGE DAKOTA

More value. Dodge Dakota pickups offer a choice of four new Customer-Preferred Advantage Packages that provide big discounts and tailor your pickup to your specific needs.

More cab room. The Dakota regular cab offers room for three adults to travel in comfort. And the Dakota Club Cab's seating for six is greater than that of S-10

Maxi Cab, Ranger Super Cab, Toyota Xtra Cab, and Mazda Cab Plus.

More box room. Dakota offers a longer, wider, and deeper cargo box than the compact competitors, and is able to haul a 4' x 8' sheet of plywood in the long pickup box with the tailgate closed.

More power. The midsize

Dakota is the only pickup in its class to offer the power and performance of an optional V8 engine.

More payload. Both two- and four-wheel-drive Dakotas feature more maximum payload than the S-10, Ranger, and Isuzu, Mazda and Nissan pickups.

Longer warranty. Backed by Dodge's 7/70 Power Train and

7/100 Anticorrosion Limited Warranties*, Dakota offers the longest standard warranty protection of any pickup truck.

*For complete warranty details, see page 13.



DODGE RAMCHARGER

More value. Dodge Ramcharger offers a choice of two new Customer-Preferred Advantage Packages that provide big discounts and tailor your truck to your specific needs.

More choice. Dodge Ramcharger is the only full-size sport utility available in both two- and four-wheel drive.

More towing capacity. Ramcharger offers 7,500 pounds of towing capacity — more than the Chevy Blazer 4x4 sport utility.

Longer warranty. No other sport utility offers Dodge's 7/70 Power Train and 7/100 Anti-corrosion Limited Warranties.*



DODGE RAM 50

More payload. The rugged Power Ram 50 4x4 carries plenty of payload, yet still delivers the efficiency and maneuverability drivers expect from a compact

pickup.

More power. The 2.4-liter engine, standard on Ram 50 2WD models, delivers hefty horsepower ratings for easy hauling.

More fun on the road. The sporty Ram 50 pickup isn't all work — it's also great for vacationing, camping, or just riding down the highway looking good.

More convenience. Power Ram 50 automatic locking hubs allow drivers to shift from two-wheel drive to four-wheel drive without ever leaving the cab.

*For complete warranty details, see page 13.





DODGE RAM WAGON

More value. Ram Wagon is one of today's lowest-priced full-size wagons.*

More choice. And no one offers as many full-size wagon models as Ram Wagon, including two wheelbases and three body lengths.

Smoother, safer ride. Gas-charged front and rear shock absorbers, front stabilizer bar and independent front suspension help give a smooth, level ride.

Big choice in power. Depending on the model and transmission, you can choose a proven 3.9-liter EFI V6, 5.2-liter EFI V8, or 5.9-liter EFI V8 engine.

More protection. 7/70 Power Train and 7/100 Anti-corrosion Limited Warranties protect Ram Wagon with the industry's longest warranty coverage.[†]

*Based on MSRP comparison of base model. Standard equipment levels may vary.

† For complete warranty details, see below.



DODGE COLT VISTA

People who like to change find Colt Vista Wagon the perfect subject. The versatile five-door Colt Vista Wagon can be converted easily from a seven-passenger compact wagon to a hard-working hauling vehicle, thanks to the ingenious design of the middle and rear seats. The seats can even be adjusted to form a flat playing surface. Colt Vista Wagon is available in both front-wheel-drive and four-wheel-drive configurations. The on-demand four-wheel-drive system requires no special shifting. And you can choose the standard five-speed manual overdrive transaxle or the optional three-speed automatic (available on front-wheel-drive model only).



DODGE COLT

Dodge Colt and Colt GL three-door hatchbacks easily accommodate up to five people and their gear. A cavernous 11-cubic foot rear cargo area is accessible through the hatchback, which lifts easily and stays up while you load. Create even more cargo room by folding one or both of Colt's split rear seats. Colt's new 1.5-liter engine features multipoint fuel injection and can be matched to either the four-speed manual on Colt or the five-speed manual overdrive transaxle on Colt GL.

7/70 Power Train Limited Warranty.

Upon expiration of the basic 12-month or 12,000-mile limited warranty, coverage is extended on power train components to seven years or 70,000 miles. In vehicles equipped with a diesel engine, the engine (parts and components) is covered for seven years or 100,000 miles; the remainder of the power train is covered for seven years or 70,000 miles. A deductible applies. See your dealer for a copy of the warranty.

7/100 Anticorrosion Limited Warranty.

Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles. See your dealer for a copy of the limited warranty.

3/36 Import Protection.

Imports built by Mitsubishi Motors Corporation are covered by a three-year or 36,000-mile basic limited warranty (excludes adjustments, tires, wear items and maintenance). There is additional warranty

coverage on power train components (five years or 60,000 miles on Colt hatchbacks, Vista Wagons and Ram 50 pickups), plus outer panel rust-through protection (7 years or 100,000 miles on Colt hatchbacks, 5 years or unlimited miles on Colt Vista and Ram 50 pickups). No deductible applies. Restrictions apply. See a copy of the limited warranty at your dealer.

If replacement parts are needed, visit your Dodge dealer for genuine Mitsubishi parts, imported and distributed by MOPAR.

Stealth warranty information unavailable at time of printing. See your dealer for details.

Chrysler Purchase Assistance Program for the Physically Challenged.

Cash reimbursements of up to \$500 are available for qualified adaptive driving devices on 1991 Chrysler Motors cars and trucks. For further information, contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER AT 1-800-255-9877.



CHRYSLER IMPERIAL

When it comes to quality and satisfied customers, Imperial has the highest rating of any car built in America.* Behind this satisfaction is Imperial's ability to combine luxury and quality with today's technology. Imperial's classic profile is set off by a padded vinyl landau roof. Front-end styling continues the classic theme through a stately grille and concealed halogen headlights. Beneath this traditional styling waits a new 3.8-liter MPI V6 teamed with an automatic overdrive transaxle. Also standard is a four-wheel antilock braking system. For the look and the technology of a true luxury automobile, it's Advantage: Chrysler Imperial.

*The study was conducted by Consumer Attitude Research, an independent research company, by mail among purchasers of 1990 model year vehicles from the October/November 1989 sales period.



**CHRYSLER
NEW YORKER FIFTH AVENUE**

Smart looks. Smart buy. Especially when compared to the competition. You can make your buy even smarter by choosing the available 3.8-liter MPI V6 that delivers up to 15 percent more torque than the standard 3.3-liter V6 engine. But Fifth Avenue's biggest advantage is the Crystal Key Owner Care Program — longer protection than 1990 Rolls-Royce Corniche, Mercedes-Benz 380SEL, or Cadillac Sedan de Ville (see page 20 for details).

**CHRYSLER
NEW YORKER SALON**

Judged solely by its traditional profile, you'd guess Salon's price tag would match its classic appearance. Even with its long list of features, Salon is the lowest-priced Chrysler New Yorker sedan. Some other impressive numbers: seven years or 70,000 miles of power train protection and seven years or 100,000 miles of anticorrosion protection. (See page 20 for details.) Value Advantage: Chrysler Salon.



CHRYSLER TOWN & COUNTRY

The new Town & Country is comfortable in all surroundings — especially if you've added the four reclining bucket seats available with Quad Command seating. This luxury mini van features: sleekly rounded exterior lines, four-wheel antilock brake system, all-new easy-read digital instrumentation, an overhead console and many other standard features. For long-haul comfort, a 3.3-liter V6 engine is joined to a four-speed automatic overdrive transaxle. The last word in luxury from America's first luxury mini van.

CHRYSLER LEBARON SEDAN

LeBaron Sedan outfits you with the advantages of more rear-seat leg room and more standard features, including a driver-side air bag, than the 1991 Oldsmobile Cutlass Ciera SL and Buick Century Limited. Advantage: Chrysler. Surround yourself in the supple luxury of LeBaron's available leather-with-vinyl-trim seating. A convenient, steering column-mounted shift lever links you with a smooth-shifting four-speed automatic overdrive transaxle coupled to a powerful 3.0-liter overhead cam multipoint fuel-injected V6 engine.*

*Built by Mitsubishi Motors Corporation.



CHRYSLER LEBARON CONVERTIBLE

A pioneer of America's first convertible in 1927, Chrysler offers you the advantage of the only domestically produced convertible in its class that has been engineered from the ground up. All domestic General Motors and Ford Motor Company convertibles are just production coupes with cut-off tops. LeBaron's power top has a standard scratch-resistant glass rear window with an electric defroster. We must be doing something right because Chrysler has sold more convertibles than any other company in the world. (Based on total sales, 1982 to present.)

CHRYSLER LEBARON COUPE

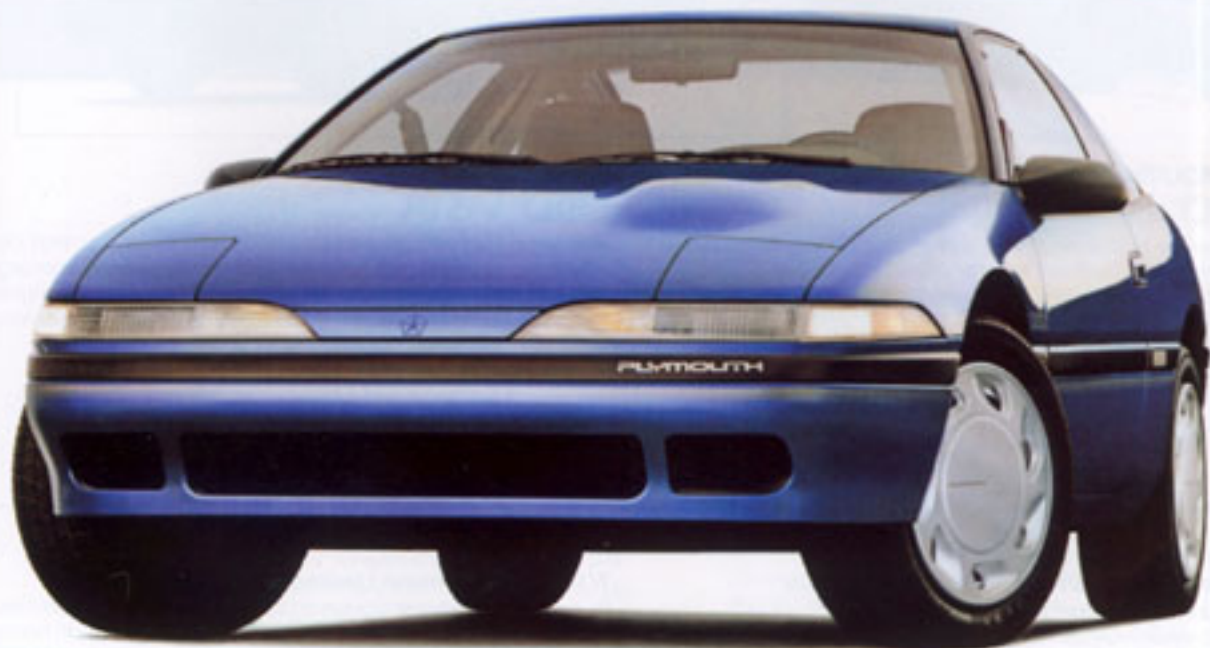
A bold shape distinguishes your LeBaron Coupe from everything else on the road. LeBaron's unique profile and sloping hoodline translate into reduced wind turbulence for a quiet ride, excellent stability, and operating efficiency at highway speed. Other LeBaron advantages include standard reclining front bucket seats, an ergonomic Eurostyle instrument panel with fast-read analog gauges, and a driver-side air bag.



PLYMOUTH VOYAGER

Our customers love Plymouth Voyager! Their praise and high owner loyalty have made it the gold standard of mini vans. The new 1991 Voyager and Grand Voyager are completely redesigned and safer than ever. They feature enhanced styling for a more aerodynamic look, available V6 power, standard automatic transaxle, and a totally redesigned interior with an all-new ergonomically designed instrument panel. For safety, Voyager offers the advantage of available four-wheel antilock brakes,* rear-seat shoulder belts, a center high-mounted supplemental stoplight, and available all-wheel drive for firm control on wet or snow-covered roads.

*Late availability on AWD models.



PLYMOUTH ACCLAIM

Applause for Acclaim! America's automotive publications have raved about Plymouth Acclaim, the midsize family sedan that gives you impressive value and the added safety of a standard driver-side air bag. Acclaim offers smooth styling, optional V6 power, more than 50 standard features, the luxury of available six-passenger seating, and rear-seat legroom that lets your passengers stretch out in superb comfort. Advantage: Plymouth.

PLYMOUTH LASER

Some things in life can't wait. Owning a 1991 Plymouth Laser is one of them. Advanced engineering includes an ultra high-tech cockpit interior, over 40 standard features, road-hugging agility, a motorized passive restraint system, and available four-wheel antilock brakes.* Take on the open road with RS Turbo's power that delivers 0-60 in 6.6 seconds.[†] No wonder *Car and Driver* magazine honored Laser RS Turbo with its "10 Best" award two years in a row.[‡]

*Four-wheel antilock brakes available on Laser RS and RS Turbo models.

[†]Independent USAC tests conducted July 1989.

[‡]*Car and Driver* magazine - January 1989 and 1990 issues.



PLYMOUTH SUNDANCE

Plymouth Sundance is the lowest price car in America with a standard driver-side air bag. The 1991 Sundance America, Highline and RS models deliver everything you want in a sporty value-packed car. You'll appreciate the agile performance, liftback versatility, abundant standard features, and exceptional comfort of completely redesigned seats. Advantage: Plymouth.



PLYMOUTH COLT

Discover the outstanding value and versatility of the 1991 Plymouth Colt three-door hatchback. New responsive 1.5-liter 12-valve MPI engine, front-wheel drive, and room for five with hatchback convenience make it a proven standard for comfort and dependability. With the rear seatbacks down, Colt offers even more room for groceries, suitcases or gear.



PLYMOUTH COLT VISTA

Available in front-wheel- and four-wheel-drive models, the 1991 Colt Vista is Plymouth's nimble import wagon that carries people and cargo with ease. Standard features include a reliable 2.0-liter MPI engine, power-assisted brakes, stainless steel exhaust, and more. Vista's interior offers comfortable standard seating for seven passengers.

Chrysler Imperial/New Yorker Fifth Avenue Crystal Key Owner Care Program.

With Chrysler's Crystal Key Owner Care Program, for five years or 50,000 miles* all you do is take care of normal maintenance, adjustments, and wear items. Chrysler takes care of everything else. Engine, power train, air conditioning, steering, electrical. Everything right down to the door handles. And you're still protected on the engine and power train for seven years or 70,000 miles, and outer body rust-through for 100,000 miles.*

*See copy of limited warranty at dealer. Restrictions apply.

7/70 Power Train Limited Warranty.

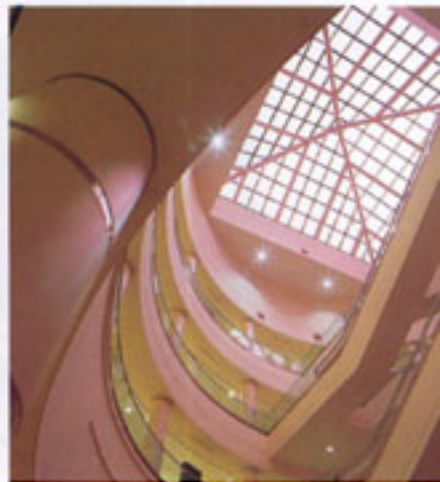
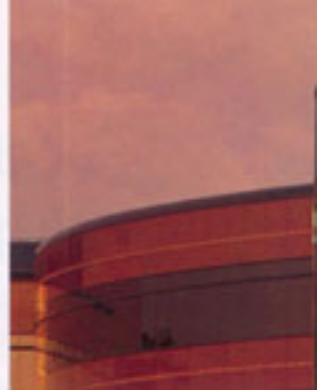
Upon expiration of the 12-month or 12,000-mile Basic Limited Warranty, coverage is extended on power train components to seven years or 70,000 miles. A deductible applies. See your dealer for a copy of the warranty.

7/100 Anticorrosion Limited Warranty.

Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles. See your dealer for a copy of the warranty.

3/36 Import Protection.

Colt three-door hatchbacks and Vista Wagons built by Mitsubishi Motors Corporation are covered by a three-year or 36,000-mile basic car limited warranty (excludes adjustments, tires, wear items and maintenance). There is additional warranty coverage on power train components (five years or 60,000 miles), plus outer panel rust-through protection (five years/unlimited mileage on Colt Vista Wagons, seven years or 100,000 miles on Colt three-door). No deductible applies. Restrictions apply. See a copy of the limited warranty at your dealer.



Why Chrysler Technology Center?

People, Products, and Processes

The world's finest automotive research and design facility is nearing completion on a 503-acre site in Auburn Hills, Michigan, thirty miles northwest of Detroit. Chrysler Corporation's 3.3-million square foot Technology Center is a massive four-story megastructure that will inspire superior scientific innovation and productivity second to none.

For the first time in Chrysler Corporation's history, the four major departments involved in developing new vehicles will work side-by-side under one roof to facilitate "Process-Driven Design." Product Design, Engineering, Manufacturing, and Procurement & Supply will collaborate to create the best-built, highest-quality vehicles in the world, significantly improving new model lead time in the process.

A three-eighths-sized model wind tunnel will allow for in-house test data for both aerodynamic and thermodynamic research. Prototypes, designed and built on-site, will be tested on Chrysler Technology Center's (CTC) 1.8-mile controlled access evaluation road that features a 65-mph straightaway and provides instant feedback related to vehicle performance.

Chrysler Corporation will be the first automotive company in the world with the advantage of centralized vehicle environmental testing capabilities. Extreme weather conditions can be simulated within CTC's Environmental Test Center to aid in designing vehicles that meet consumers' requirements no matter what climate they live in.

CTC also has the built-in advantage of being able to accommodate the corporation's ever-changing needs. Flexible building systems, generic lab arrangements, and adaptable office areas ensure that the Technology Center keeps pace with changing functional requirements and new technologies.

The Chrysler Technology Center will be the very heart of Chrysler Corporation, pumping new ideas and processes into the company's manufacturing plants and satellite facilities. Over 7,000 people will eventually work at CTC.

To meet the present and future professional, educational, and technical training needs of the corporation's employees, the multifunction CTC Education Center opened in March of this year. It's the first step in the launch of the world's foremost automotive technology center — the ultimate Chrysler advantage.

Advantage: Dodge/Dodge Truck

Advantage: Chrysler-Plymouth

For more than six decades, the advantage in innovative engineering has belonged to Chrysler. And for 1991 ... it's innovation as usual.

See and compare these and all the new Chryslers and Plymouths and Dodge cars and trucks for 1991. Consider the facts and we think you'll agree: This year is ours ... and yours.



Simulated air bag deployment shown.

Safety: The Advantage of Your Life

Air bags save lives. That's why every Chrysler Corporation passenger car built in the United States is equipped with a driver-side air bag. Standard. The air bag inflates in half the time it takes to blink your eye when sensors detect a front-end collision of more than 12 mph. The air bag, in combination with the lap/shoulder belt, is one of the best collision protection systems a driver can have, and lap/shoulder belts are standard for *all* outboard passenger seats on *all* Chrysler, Plymouth and Dodge passenger cars and mini vans.

Safety Is Much More Than Air Bags

Chrysler *does* lead the industry in the application of air bag technology. But it's not our only area of expertise. Safety is also a prime consideration in the engineering of such things as steering feel and response, handling, engine response ... and braking.

ABS: A Safer Way to Stop a Car

For 1991, Chrysler Corporation has made major advances in making antilock brake systems (ABS) available — not just on expensive models but on some of our most affordable cars: Daytona, LeBaron, Spirit, Acclaim ... and on our mini vans ... and on twelve other models as well. Now, most of our trucks — and all domestic Dodge trucks — have rear-wheel antilock brakes standard.

ABS utilizes a microprocessor and speed sensors to counteract potential wheel lockup during heavy braking by automatically "pumping" the brakes. This helps prevent skidding and allows the driver to maintain steering control in maximum braking situations.

The Best Got Better

The New Mini Vans for 1991

Why change the "Gold Standard of mini vans"? To make them even *better*. Dodge Caravan and Plymouth Voyager outsell all competitors (more than two million sold)! For 1991, they feature a completely restyled interior and a stylishly new aerodynamic exterior. With superior design and engineering leadership — availability of four-wheel antilock brakes* and a brand-new all-wheel-drive system — the Gold Standard mini vans remain out front.



Chrysler-Built Cars Preferred Over Honda

In an independent preference test conducted by U.S. Testing Company Market Research, Inc.,¹ two groups of car owners considering a Japanese make compared Dodge Spirit ES and Plymouth Acclaim LX to Honda Accord EX. Two other groups compared Dodge Shadow and Plymouth Sundance to Honda Civic DX. They rated the cars on 33 different measurements. Spirit and Acclaim were overwhelmingly preferred (by 83 out of 100)² to Honda Accord. Shadow with a 2.2-liter engine and Sundance with an available 2.5-liter engine were rated superior overall to Honda Civic DX by a wide margin (76 out of 100).³

¹Late availability on AWD models.

²Not connected to or affiliated with the U.S. Government.

³Combined raw score of two 30-member panels, 1990 comparisons.



Quality — Backed by Long, Strong Warranties

The surest measure of a quality product is the manufacturer's willingness to back that product with a strong warranty. We're sure enough of the quality of our domestically produced cars and trucks that we back them with seven years or 70,000 miles of protection on power trains, and seven years or 100,000 miles against outer body rust-through. (See your dealer for a copy of limited warranty. Restrictions apply.)

Chrysler Imperial: Highest Quality Rating

Even before its first birthday, Chrysler Imperial was celebrated as having the highest quality rating of any car built in America. In an independent buyer perception survey by Consumer Attitude Research, Imperial was rated highest in 13 of 16 quality categories. In addition, in the Overall Opinion ranking, Imperial had the highest percentage of completely satisfied customers. (Owner Attitude Survey Source: 1990 early buyer survey, C.A.R. Inc. First 60-90 days' ownership.)

Dodge Stealth R/T Turbo: One of the World's Most Technologically Advanced Sports Cars

Dodge Stealth R/T Turbo offers an impressive array of sophisticated high-performance hardware that includes a twin turbocharged, twin intercooled, 24-valve V6 engine, full-time all-wheel drive, speed-dependent four-wheel steering, an electronically controlled dual-mode, fully independent suspension and a four-wheel high-performance vented disc brake system with integrated ABS.

Cummins: The Only Turbo Diesel Available in a Full-Size Pickup

The Cummins Turbo Diesel engine delivered outstanding fuel efficiency, faster acceleration, greater towing ability, and stronger high-altitude performance than any other engine in its class.* It produces 160 horsepower at 2,500 rpm and 400 pound-feet of torque at 1,700 rpm — the highest torque of any pickup diesel available.

*Acceleration/altitude performance claims based on USAC test of Dodge Cummins D250 vs. comparably equipped '88 Chevy C3500 Diesel and Ford F250 Diesel models (with optional automatic transmission, air conditioning and equal loads.)

Dynasty: The Perfect Name for a Full-Size Classic

Dodge Dynasty. The name itself describes its traditionally classic, full-size sedan appearance — and its full-size 16.5-cubic foot trunk. The advanced engineering incorporated into Dynasty's traditional styling includes an available remote keyless entry system joined to a security alarm and illuminated entry. On Dynasty LE, there's an available cellular phone pre-wire and enhanced Infinity speaker system.

Crystal Key - Outstanding Protection

The Crystal Key Owner Care Program for Chrysler Imperial and New Yorker Fifth Avenue offers better protection than 1990 Rolls-Royce Corniche, Mercedes-Benz 380 SEL, Cadillac Sedan de Ville or Lincoln Continental. For five years or 50,000 miles all you do is take care of normal maintenance, adjustments and wear items. Chrysler takes care of everything else. Engine, power train, air conditioning, steering, electrical. Everything right down to the door handles. And you're still protected on the engine and power train for seven years or 70,000 miles, and outer body rust-through for seven years or 100,000 miles. (See your dealer for a copy of limited warranty. Restrictions apply.)

Dodge Dakota Is the Only Pickup in Its Class to Offer V8 Power

Dodge Dakota, the first and only midsize pickup, is now the first and only pickup in its class to offer V8 power. An optional EFI 5.2-liter V8 engine offers 170 horsepower at 4,000 rpm and 260 pound-feet of torque at 2,000 rpm — enough power to outperform the Ford Ranger, Chevy S-10, and Toyota pickup in both hauling and towing. And the big cab offers three-across seating.

Plymouth Laser RS Turbo: Hottest Sport Coupe in Its Class

With turbo power that drives this Plymouth from 0 to 60 in 6.6 seconds* ... with advanced engineering ... and with more than 40 standard features, it's not surprising that *Car and Driver* magazine has honored Plymouth Laser RS Turbo with its "10 Best" award two years in a row (January 1989 and 1990 issues).



*Independent USAC tests conducted July, 1989.

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