

A Chrysler logo is positioned on a bridge structure, with a bright light source on the right side of the image.

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Olivier Francois



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"One Million Miles Away"





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my Cars





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my Kids





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What matters to me...





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Chrysler seen from a different Perspective



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A Frenchman ... an Italian company... an American brand



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The first traveling salesman...



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“Even sales
can be a form of
creative expression.”





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“There is always a way... there is always a pathway.”



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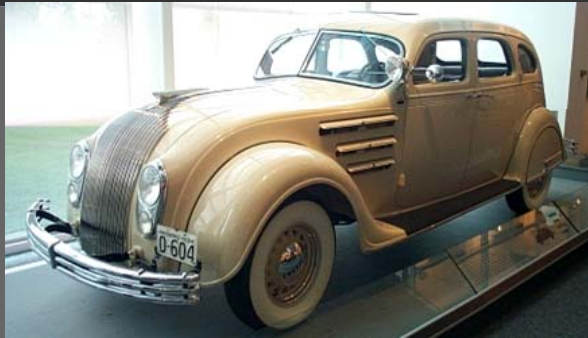
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“An American sensation”



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Chrysler's great heritage and innovations





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Ironically similar



CHRYSLER 2009

=

LANCIA 2005



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Historic DNA similarities



LANCIA

Performance, Innovation and Design



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Power, Technology and Styling

LANCIA also focused on 3 basics

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Product

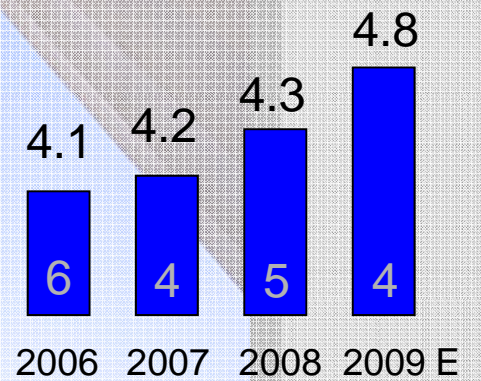
Marketing

Network

Market share
(Italy)

Nameplates

Year



Best practices set the vision

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Network

Product

Marketing

Market share
(US)

Name Plates

Year

1.8

5

2009 E

3.4

7

2014 E

Product Vision



Network

Product

Marketing

“ DESIGN AND ENGINEER CARS THAT START OUT REVOLUTIONARY AND END UP TIMELESS”



"I gave the public quality, beauty, speed, comfort, style and power, all at a low price"





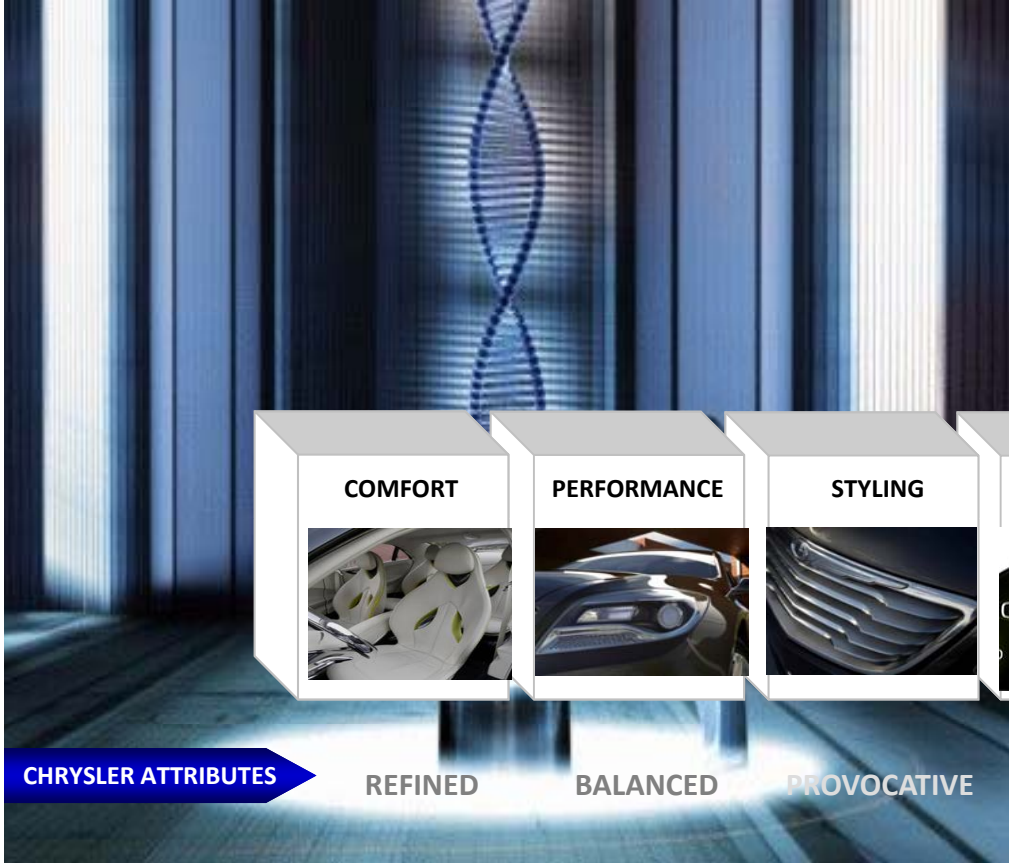
*"I gave the public quality, beauty, speed,
comfort, style and power, all at a low price"*





*"I gave the public quality, beauty, speed,
comfort, style and power, all at a low price"*





COMFORT	PERFORMANCE	STYLING	INNOVATION	QUALITY	VALUE	EFFICIENCY
						MPG

CHRYSLER ATTRIBUTES

REFINED

BALANCED

PROVOCATIVE

INTUITIVE

CRAFTSMANSHIP

PRIDE

RESPONSIBILITY



Product Priorities

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- Expand product portfolio
 - Improve quality and craftsmanship
 - Create exciting design
1. Leverage relationship with Fiat Group and share platforms
 2. Create cars that embodies timeless elegance

“Design cars that start out revolutionary and end up timeless”

Product Plan

Coming in *Q1 2010*



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- ▶ Target youth: 300 Sport edition
- ▶ Target affluent young families: Town & Country Fashion Edition
- ▶ Target trend setters: PT Cruiser Final Edition
- ▶ Target coastal states: Sebring Ocean Edition

Product Plan

Coming in *Q4 2010*



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- ▶ Reshape Sebring to expand Chrysler's D segment market share and further elevate brand equity
- ▶ Refresh Town & Country



Network Vision



Network

Product

Marketing

"A WAVE OF PRIDE THAT STARTS ON EVERY SHOWROOM FLOOR"

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“A window to the customer”

*“Because pride is wonderful feeling and
we want everyone of our customer to experience it”*

Marketing Vision



Network

Product

Marketing

"A WAVE OF PRIDE THAT STARTS ON EVERY SHOWROOM FLOOR"

Marketing Vision



DIFFERENT:

"If you want to be noticed, you must be different."

Coco Chanel

REMEMBERED:

"Elegance is not being noticed, but being remembered."

Giorgio Armani

ASPIRATIONAL:

"I don't design clothes, I design dreams."

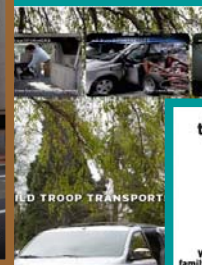
Ralph Lauren



Product



Advertising



Catalogs



Merchandising



CHRYSLER



We Build TV Stations

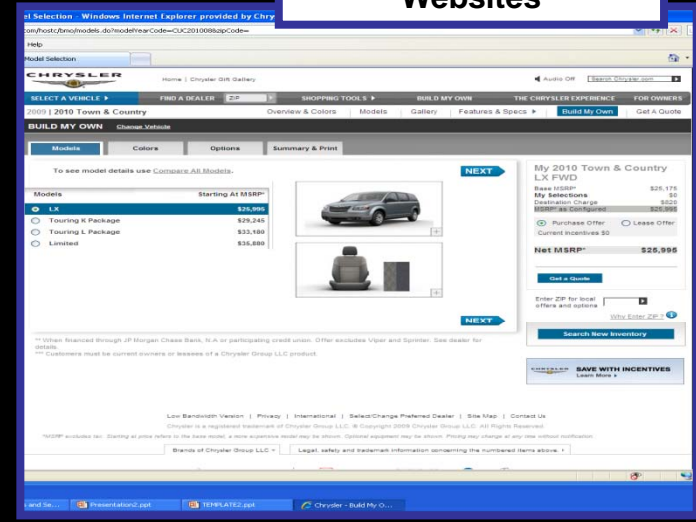
Showroom



Autoshows



Websites



Marketing Vision

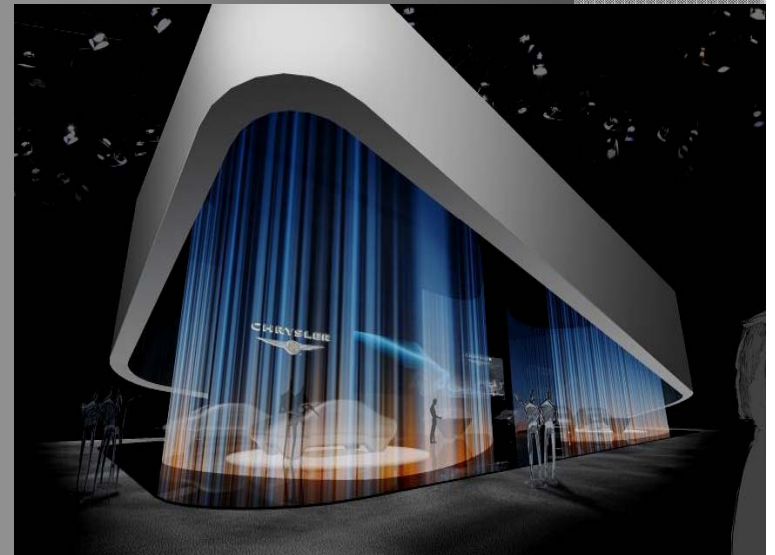
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Auto Shows

Spring Fashion Collection



Marketing Vision

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Brochures



Marketing Vision



Website



Product (COMING Q1 2010)



Advertising (COMPLETED)



Catalogs (COMPLETED)

Merchandising



Logo

Showroom (COMING Q4 2010)



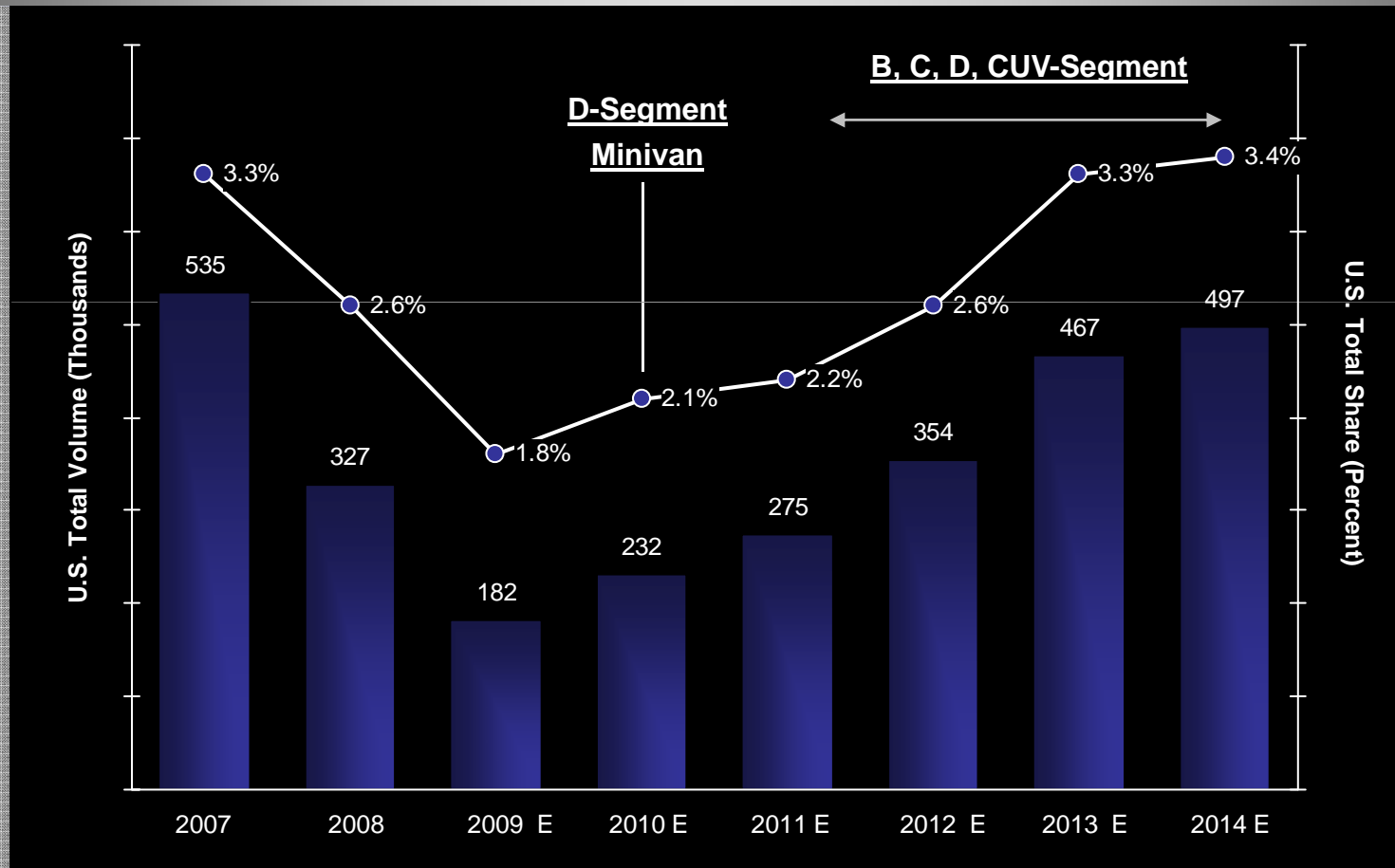
Shows (COMING Q1 2010)



Websites (COMING Q1 2010)



Chrysler Brand U.S. Total Volume & Share Growth Timeline





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“The future belongs to those
who believe in the beauty of their dream.”

Eleanor Roosevelt



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