



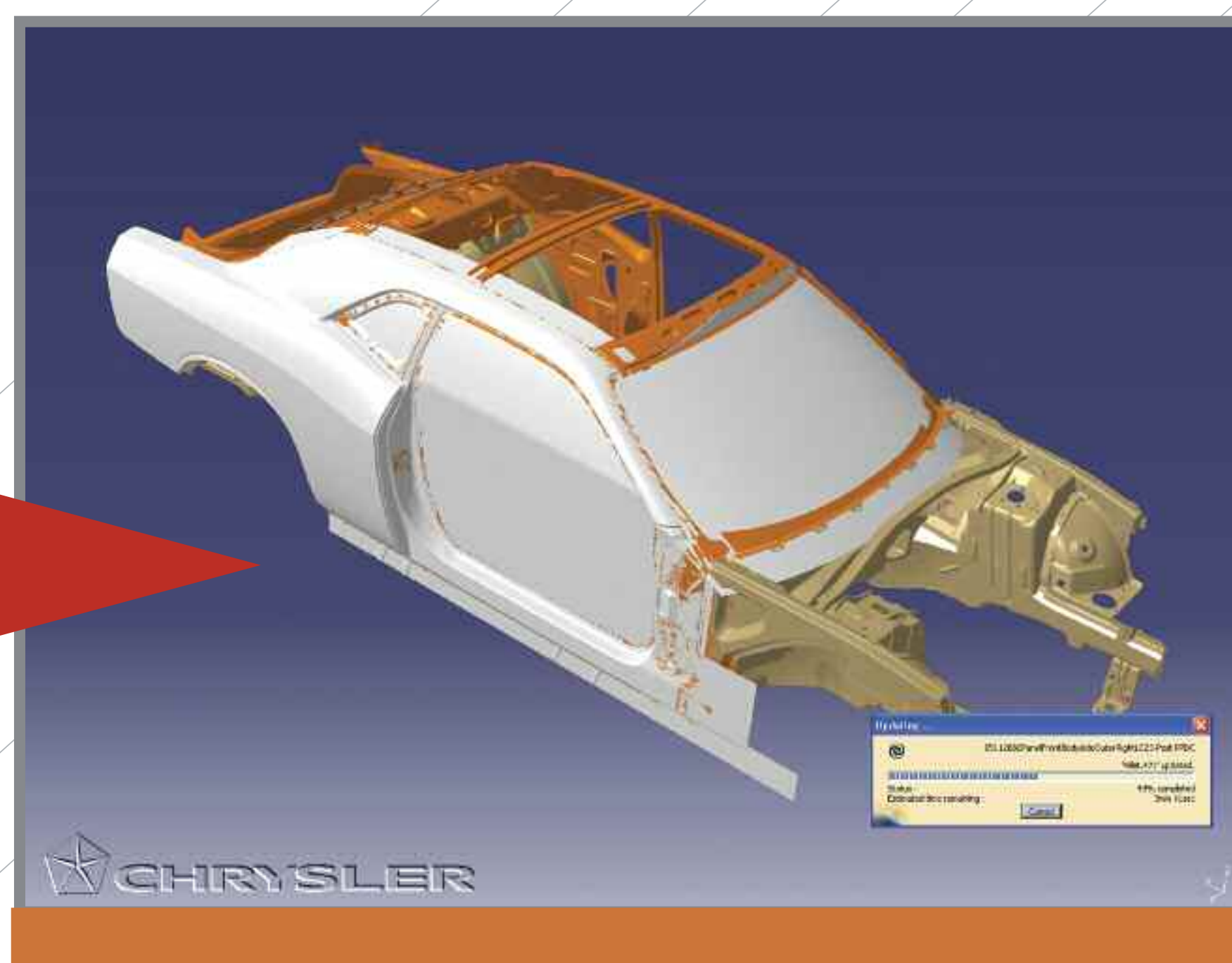
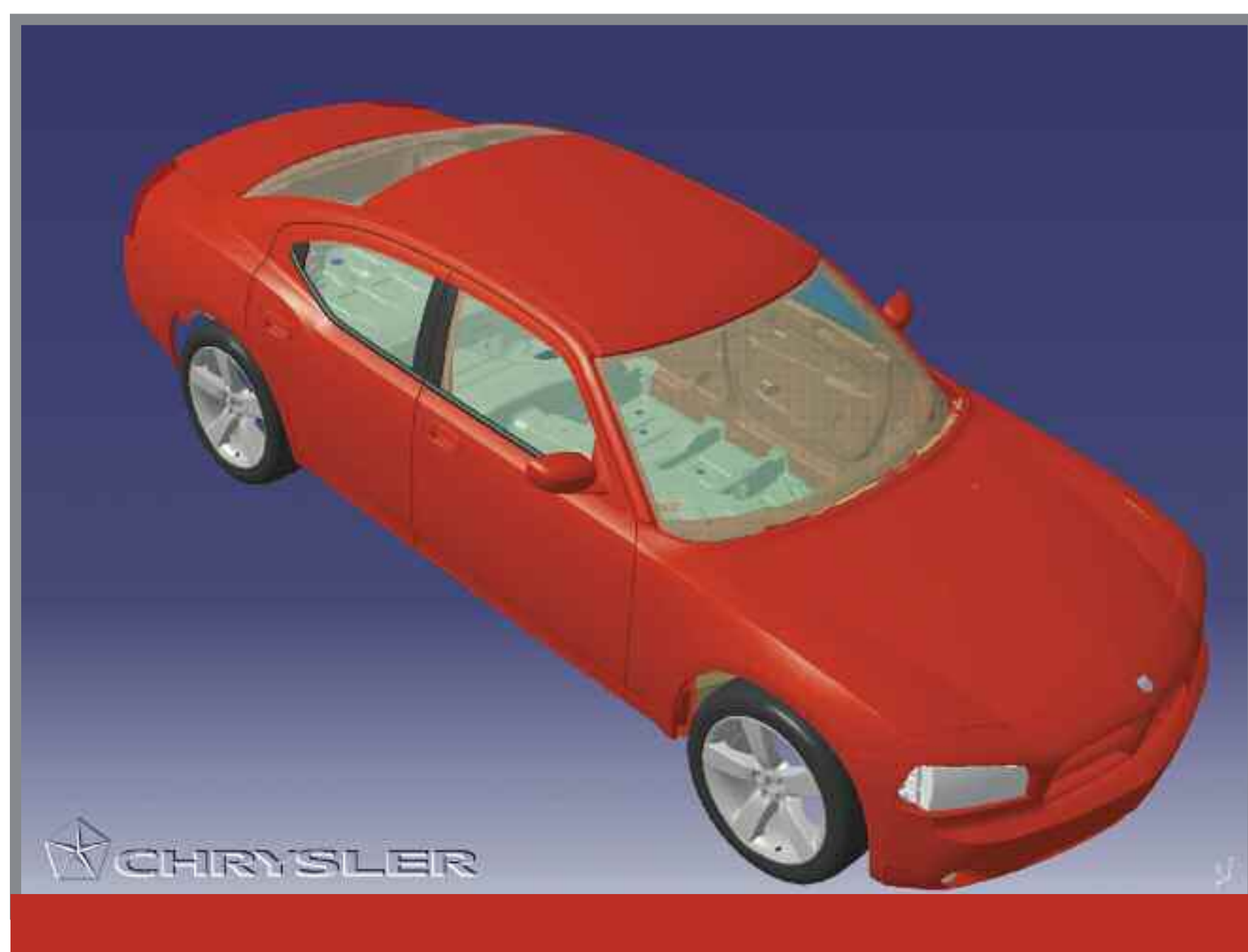
CHRYSLER

KNOWLEDGE BASED ENGINEERING (KBE) – MORPHING/CAE CAPABILITIES

- Proprietary Chrysler work process uses “off-the-shelf” software
- Product knowledge captured, reused and refined
- Upon completion of data morphing, straight to hard tooling/production
- Process in widespread use at Chrysler

CUSTOMER BENEFIT:

Speed-to-market/Design completed in months





VEHICLE ENTERTAINMENT SYSTEM/ BACKSEAT TV/SWIVEL SCREEN

- **Industry's most capable and sophisticated rear-seat entertainment system**
- **Exclusive swivel third-row screen for 2009 model year**
- **VES with dual DVD players/screens deliver variety of programming choices with ports to connect games and portable media players**
- **Exclusive SIRIUS Backseat TV: live family TV programming delivered directly to vehicle**
- **Ability to access all video sources on front passenger screen**

CUSTOMER BENEFIT:

Flexibility, convenience, wide array of options/choices



CHRYSLER



CHRYSLER TWO-MODE HEMI® HYBRID

- More than 25 percent overall fuel economy improvement; nearly 40 percent fuel economy improvement in city
- Electrically variable transmission provides best characteristics of automatic transmission with hybrid drive
- Four fixed gear ratios for high efficiency and power-handling capabilities
- Next-generation HEMI V-8 with Chrysler's Multi-displacement System (MDS)
- Full-size SUV capable of towing 6,000 lbs.

CUSTOMER BENEFIT:

Sought-after blend of performance, utility, capability and hybrid fuel efficiency all in one package

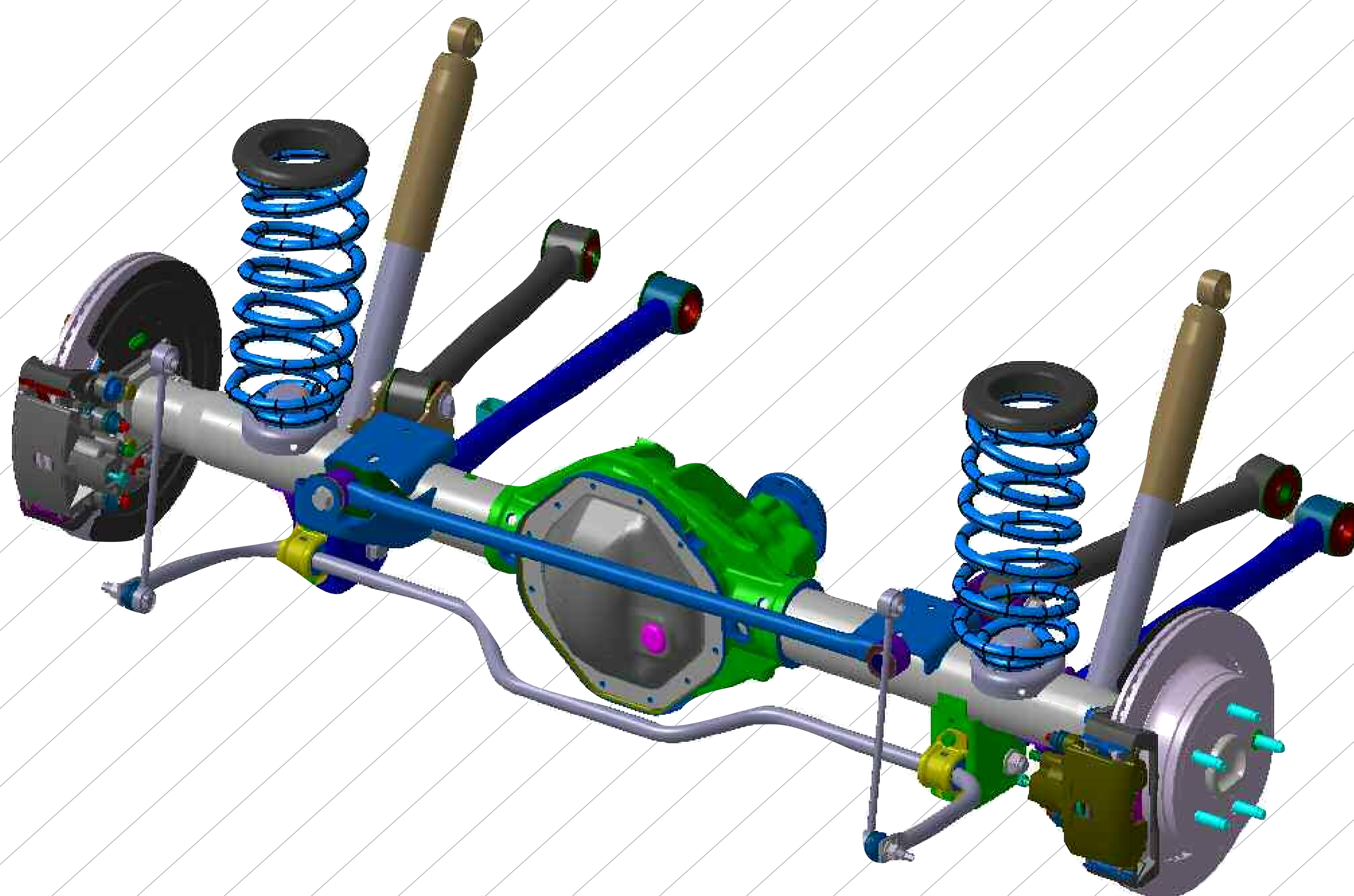


ALL-NEW DODGE RAM – REAR SUSPENSION AND CHASSIS

- **Significantly improved ride comfort and isolation**
 - 60 percent reduction in suspension friction
 - Precise fore/aft control of axle motion
 - Vertical shake/spring and shock load managed through key frame points
 - Outboard shocks dampen axle motion, reduce occupant vibration
 - Less unsprung weight = less vibration
- **Improved steering and handling**
- **Expected truck capability**
 - 1,850-lb. payload
 - 9,100-lb. towing
 - Increased axle articulation

CUSTOMER BENEFIT:

Increased comfort, confidence and control on all road surfaces



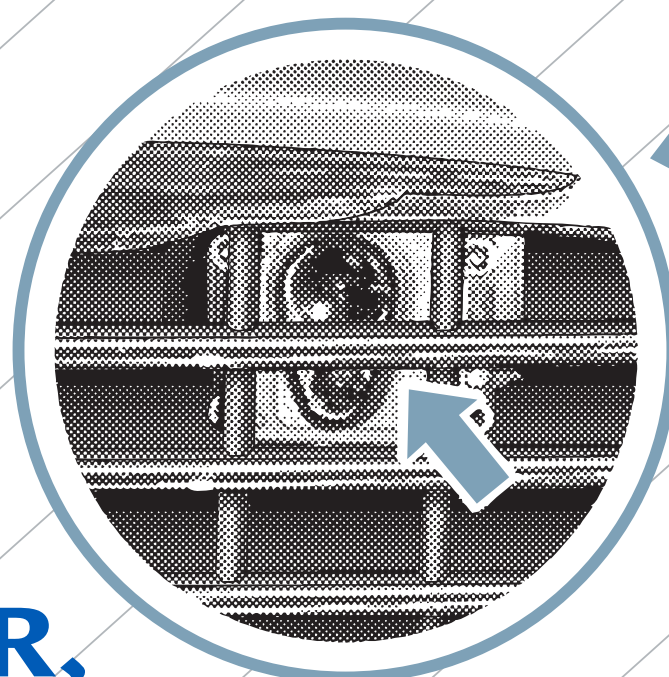
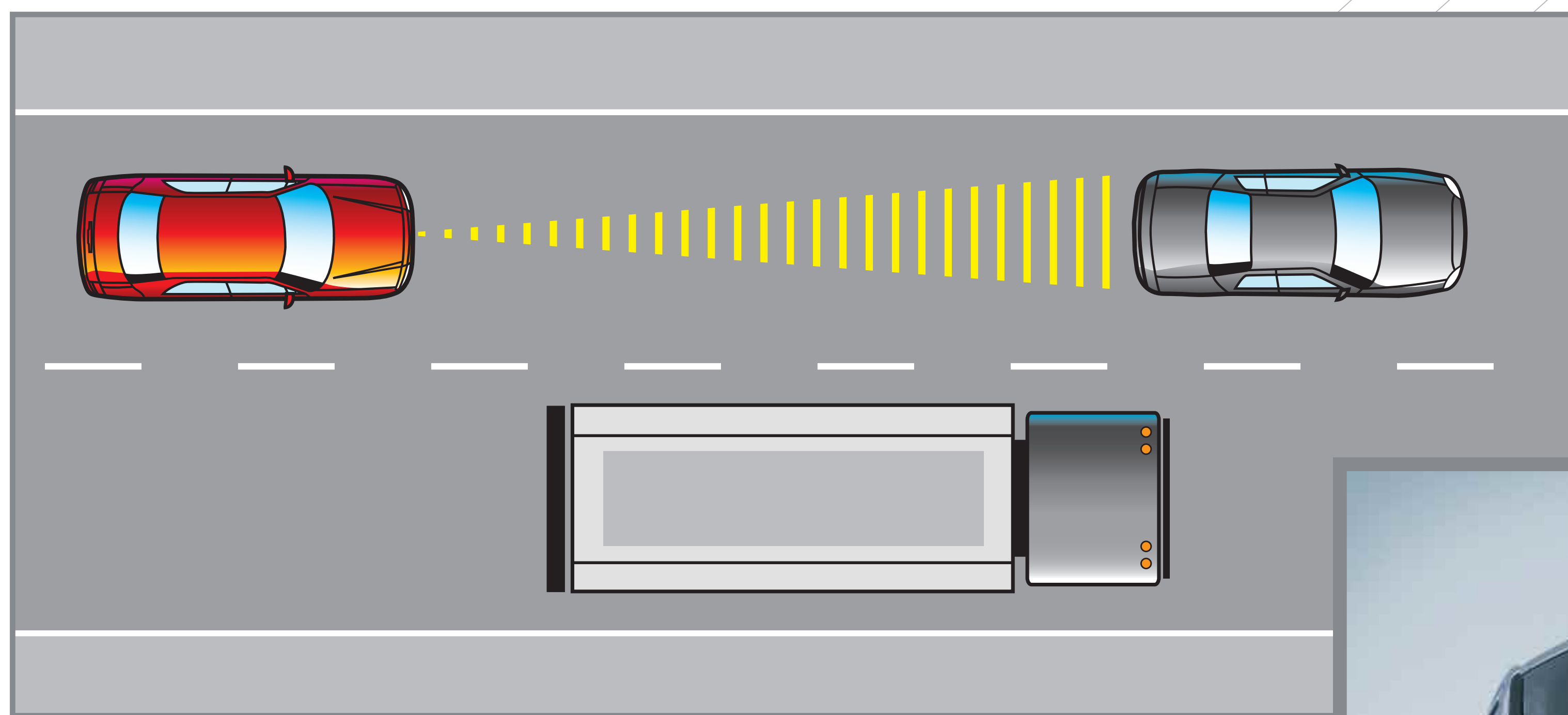


ADAPTIVE CRUISE CONTROL (ACC)

- Detects preceding vehicles and adjusts vehicle's cruise speed to maintain set following distance
- If slower traffic ahead, ACC slows vehicle to maintain distance
- When path is clear, ACC increases speed
- Available today (Chrysler 300)
- Lowest price on market – up to 40 percent less than competition

CUSTOMER BENEFIT:

Convenience, advanced technology and value



ACC USES AN INFRARED SENSOR,
LOCATED BEHIND THE FRONT GRILLE



VEHICLE CONNECTIVITY – 2009 MODEL YEAR VEHICLES

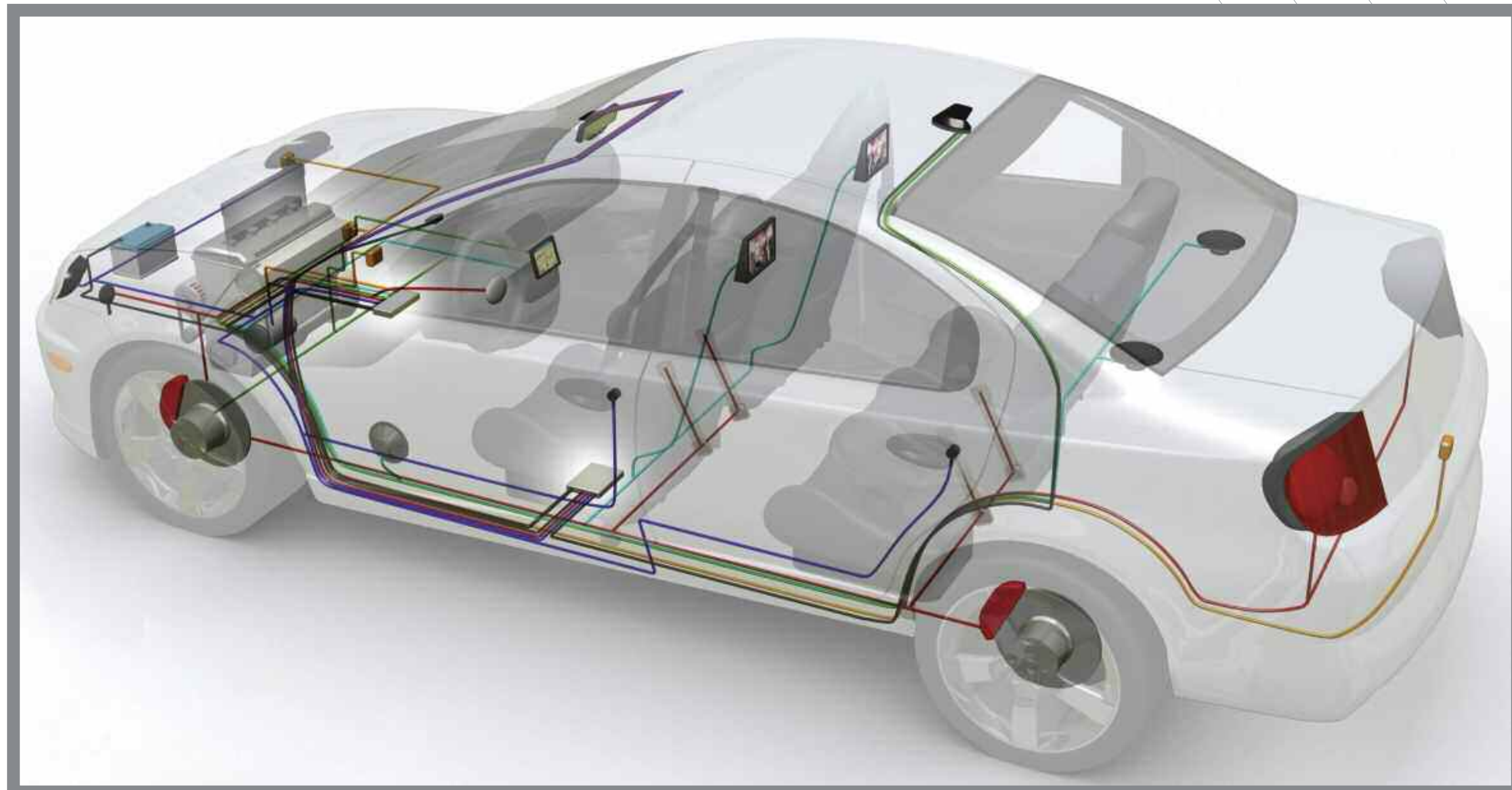
- UConnect® Bluetooth® hands-free system automatically downloads up to 1,000 phone book entries per phone
- Full iPod® integration into audio system
- Voice recognition system recognizes 100,000+ words and is capable of learning
- Voice commands can input addresses to the navigation system, select satellite radio stations, access voicemail

CUSTOMER BENEFIT:
Convenience, convenience, convenience





CHRYSLER



VEHICLE CONNECTIVITY – FUTURE

- **Advanced, in-vehicle wireless system to provide increased security and convenience far beyond anything available today**
- **Provide maximum high-speed data transfer and flexibility, combining WiFi and 4G connectivity (e.g. WiMAX or LTE) for a new level of wireless technology**
- **Transform the vehicle into a “hot spot” to deliver internet/e-mail access and movie/music download capability**
- **Enhance navigation/infotainment with internet content**
- **Make vehicles easier to own by remote health checks and software updates**



CUSTOMER BENEFIT:

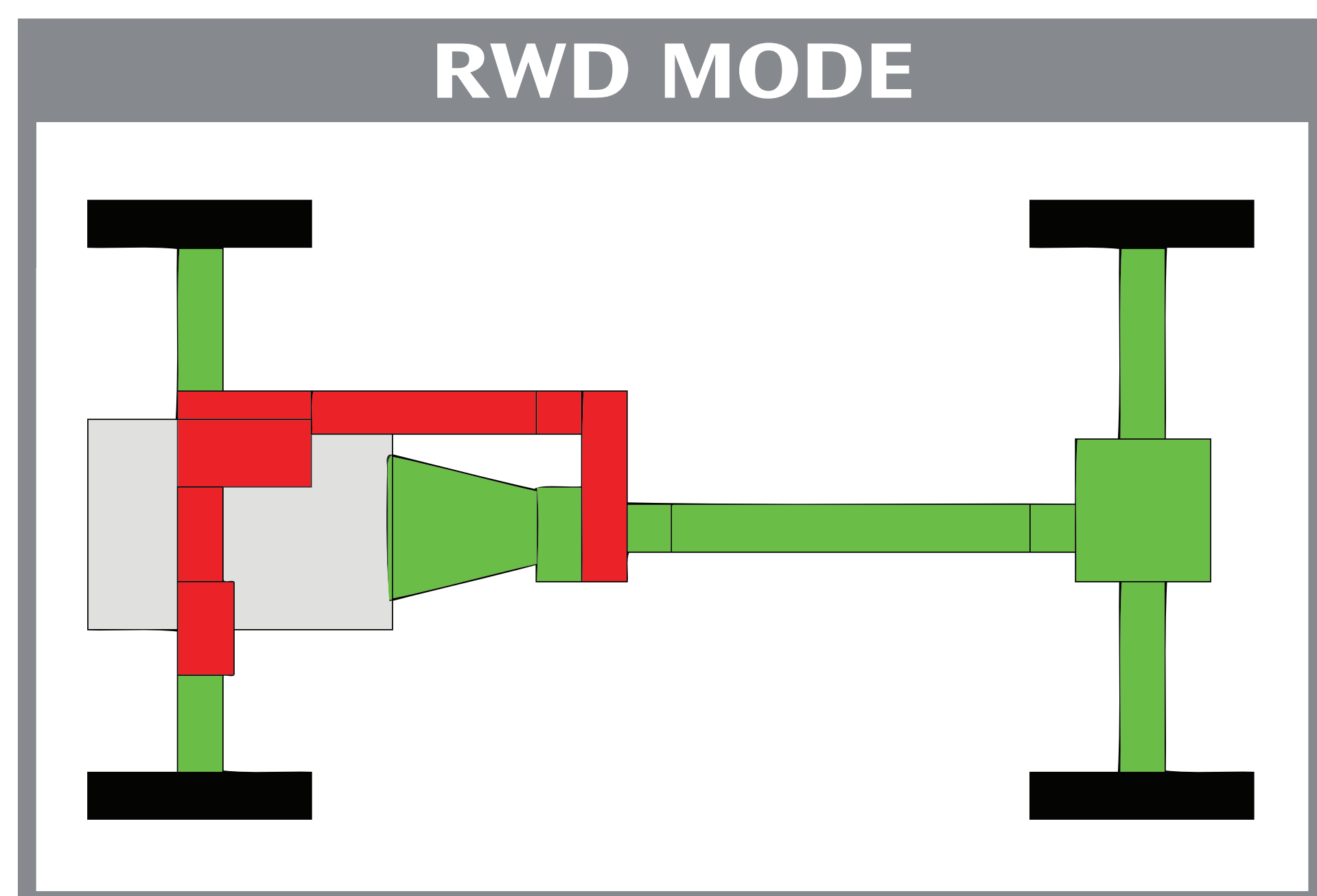
Always connected. Unprecedented levels of security and even more convenience from connectivity technology



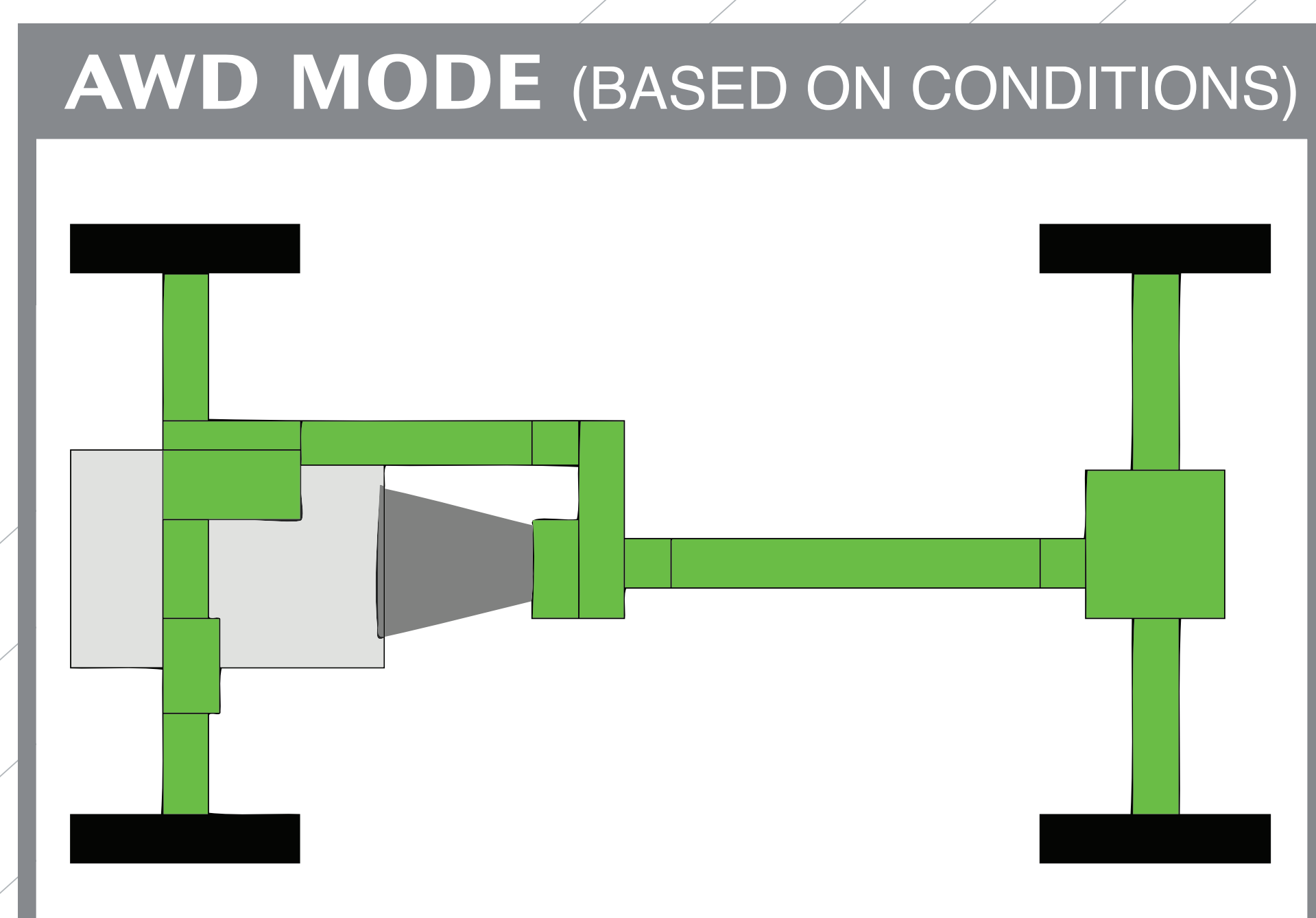
ACTIVE TRANSFER CASE AND FRONT AXLE DISCONNECT SYSTEM

- Two independent technologies that no one else offers together
- Provides improved vehicle dynamic control on all driving surfaces
- Seamlessly transitions between RWD and AWD with no driver intervention
- Provides optimal traction, fuel economy, performance and safety
- Fuel economy improvement of 1 mpg (combined city/highway)

CUSTOMER BENEFIT: Improved fuel economy and performance



- 100% torque to rear
- FAD unlocked
- Maximum fuel economy
- Transfer case chain and front differential are disconnected



- Variable torque to front axle from 0% to 38%
- Torque sent to front axle as road conditions dictate
- FAD locked
- Maximum AWD performance



FULL VEHICLE TESTING



HALF VEHICLE CHASSIS TESTING



ROAD TEST SIMULATOR LAB

- **Testing conducted 24/7**
- **Durability testing complete in weeks, not months**
- **Late tooling changes avoided**
- **Consistent/repeatable testing**
- **Easy observation of vehicle dynamic behavior**

CUSTOMER BENEFIT:
Speed-to-market



CHRYSLER



ELECTROMAGNETIC COMPATIBILITY (EMC) TEST LAB

- **World-class Radio Frequency (RF) Test Facility**
- **Automated and optimized RF antenna positioning cart – exclusive to Chrysler**
- **Ensures vehicle electronics function in RF environments**
- **Protects wireless communications and vehicle safety systems**
- **Provides regulatory RF immunity and emissions validations**

CUSTOMER BENEFIT:

Seamless vehicle electronics/wireless communication function



WIND TUNNEL – AERODYNAMIC DEVELOPMENT PROCESS

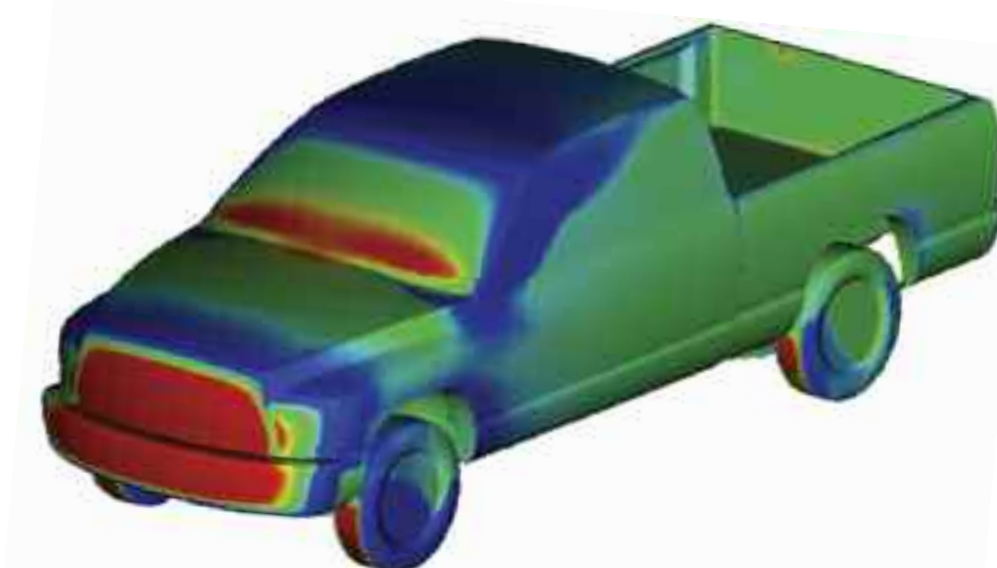
- Enabled by world-class aero/acoustic wind tunnel
- Enabled by proximity to design generation activity and synergy with thermal/acoustic development
- Empowered to develop best-in-class aerodynamics for improved highway fuel economy across vehicle lineup

CUSTOMER BENEFIT:
Speed-to-market/aero design
from factory/improved highway
fuel economy

COMPETITIVE BENCHMARKING



CFD ANALYSIS



3/8 SCALE MODEL DEVELOPMENT



FULL SCALE AEROACOUSTIC BUCK



PROGRAM VEHICLES



PRODUCTION VERIFICATION





CHRYSLER



BEST-IN-CLASS 2009 DODGE RAM

ALL-NEW 2009 DODGE RAM AERODYNAMICS

- **Aggressive aero target for more advanced aerodynamic all-new Ram**
- **Every area of new Ram targeted for aero improvements, while maintaining functionality and bold design**
- **Ram Crew Cab 4x4 Cd of 0.419, a 10 percent improvement (vs. '08 Quad Cab)**

CUSTOMER BENEFIT:

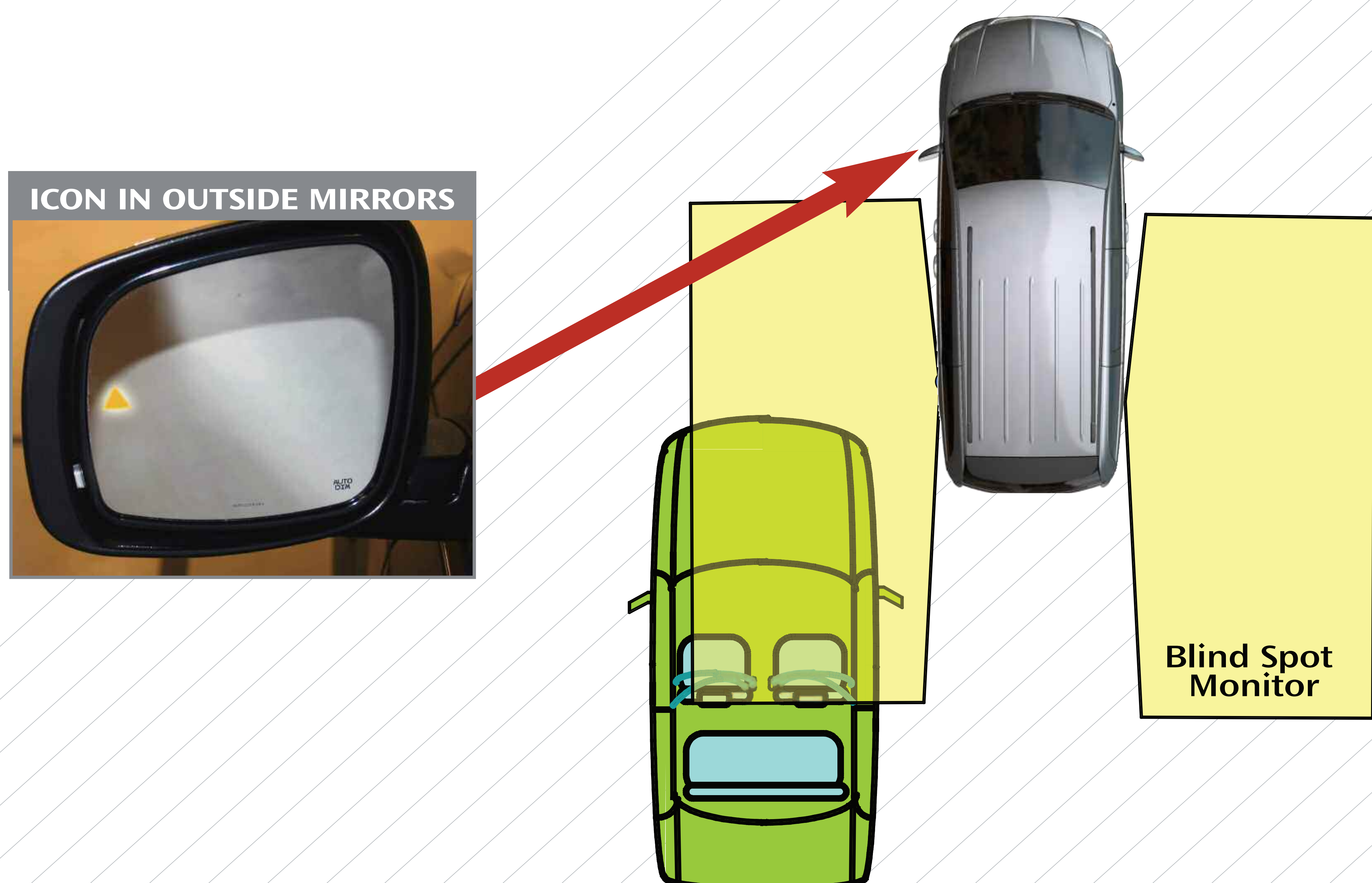
**Best-in-class aerodynamic performance for light-duty pickup;
improved fuel economy**



BLIND SPOT MONITORING (BSM) SYSTEM

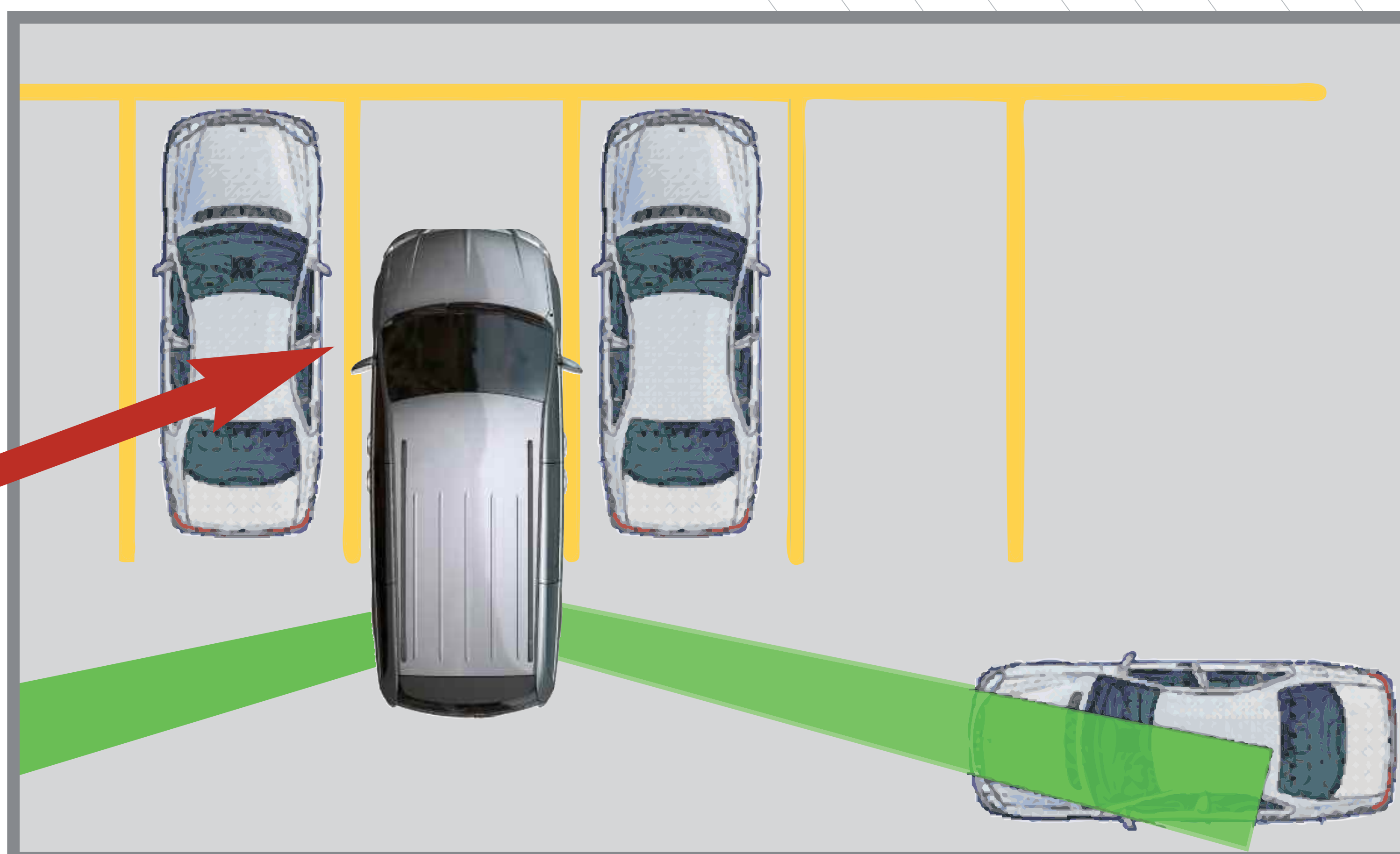
- **First in market:** no other minivan on market offers BSM
- **Aids driver when changing lanes** if being passed by or passing unseen vehicles
- **Requires no customer input**
- **Active any time vehicle is moving forward**
- **Driver notified of vehicle(s) in blind spot** via illuminated icon in mirror; customer-selected audible chime
- **Dual ultra-wideband radar sensors**

CUSTOMER BENEFIT: Convenience via advanced technology





CHRYSLER



REAR CROSS PATH (RCP) SYSTEM

- **Chrysler exclusive: not available on any other vehicle**
- **In parking lot situations, warns drivers (typically backing out of parking spaces) of traffic moving toward their vehicle**
- **Activates any time vehicle is in Reverse**
- **Driver notified of vehicle(s) crossing behind vehicle via an illuminated icon in mirror, and with an audible chime**
- **RCP included with Blind Spot Monitoring System**

CUSTOMER BENEFIT:

Convenience via advanced technology



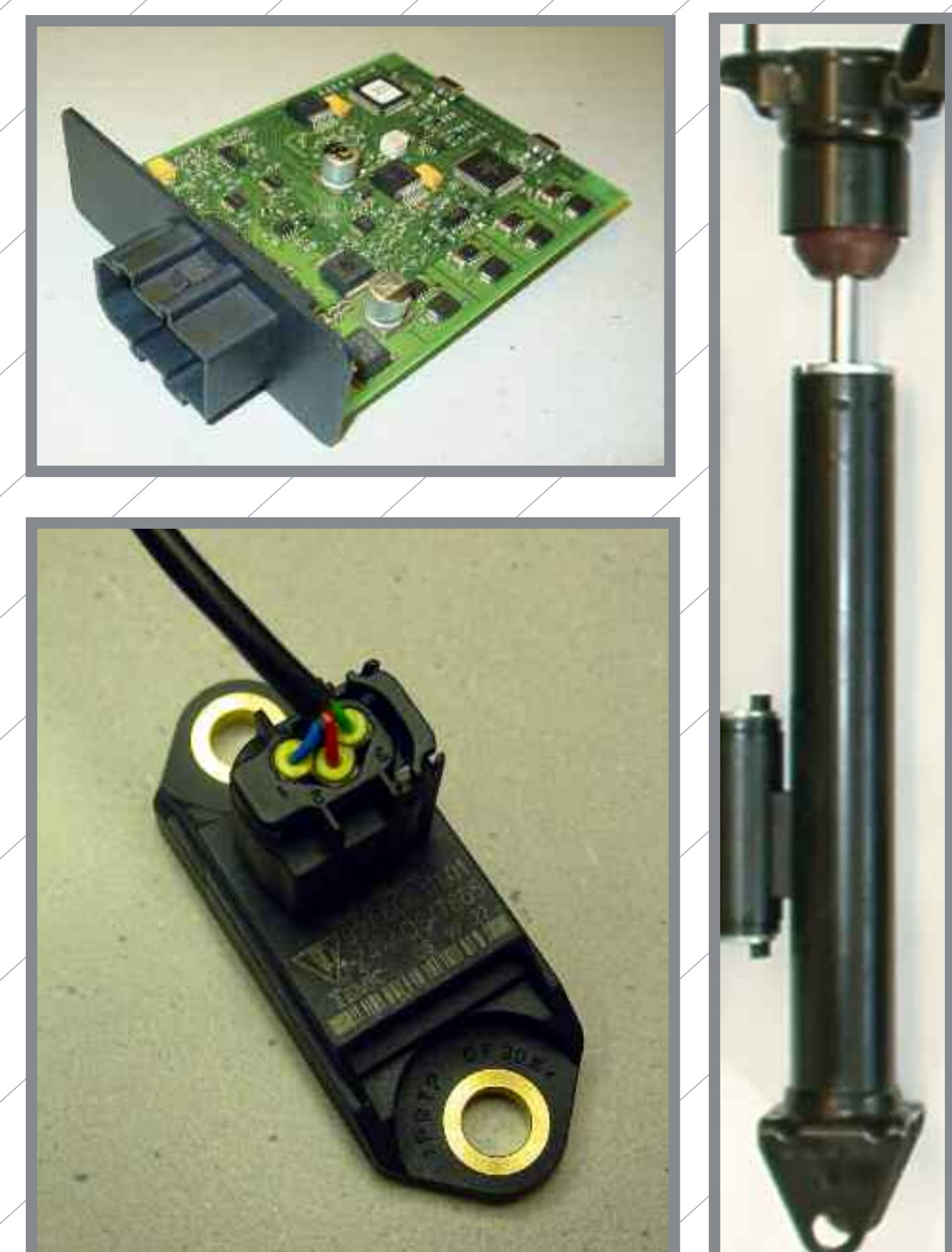
CHRYSLER



CHRYSLER 300C SRT8

ACTIVE SUSPENSION

- Active damper system that allows driver to select between auto and sport modes
- System comprised of four new 3-position dampers, three accelerometers and a controller
- Integrates existing CAN system to understand throttle position, steering wheel angle, brake torque and lateral acceleration
- Typically only found on higher-priced vehicles

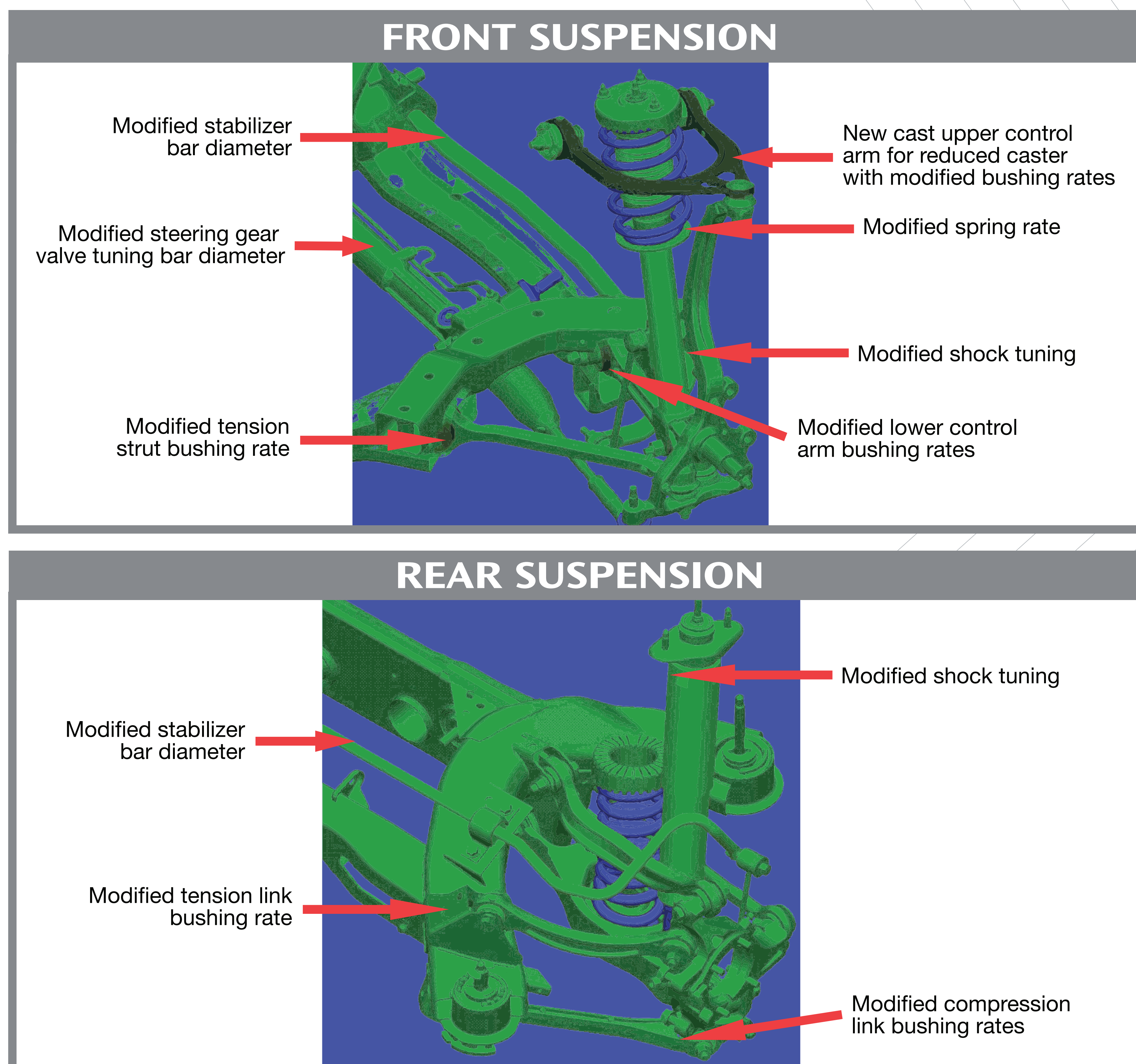


CUSTOMER BENEFIT:

Broadens overall capability of 300C SRT8;
further drives home “suitable for street or track”
SRT credo



CHRYSLER



OPTIMIZED SUSPENSION DESIGN – CHRYSLER 300

- Offers improved steering feel and handling with reduced ride harshness
- Springs, bushings, stabilizer bars and steering gear tuned to match the new front control arm geometry

CUSTOMER BENEFIT:

Enhanced ride – further improvement on widely acclaimed vehicle