

# 90 YEARS OF CHRYSLER







# Anniversary Editions

**W**alter P. Chrysler didn't start his career in the automotive industry, but by the time his eponymous corporation began operating in 1925, he knew what to offer in a vehicle.

He was convinced people should be able to buy cars with quality, beauty, speed, comfort, style and power at affordable prices. Ninety years later, 2015 sales are up nearly 20 percent because Chrysler customers are still able to purchase vehicles with those same characteristics.

## CARS

The visually elegant mid-size 200 already gets 36 highway miles per gallon and can be equipped with 60 safety and security features — the most in its segment. However, its new 90th Anniversary Package makes it an even greater value for the 2016 model year. It adds numerous features such as an 8.4-in. touchscreen radio with Uconnect Access and SiriusXM Radio, a power sunroof and the Convenience Group's body-color heated power mirrors, leather-wrapped steering wheel, and eight-way power driver seat, among other features.

Chrysler's larger sedan, the 300, offers innovations such as the cutting-edge eight-speed TorqueFlight automatic transmission that enables the car to deliver a best-in-class 31 mpg on the highway and an available highly advanced all-wheel-drive system.



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Building on the 300 Limited model, the 2016 90th Anniversary Edition comes with more tech content, such as Uconnect with the segment's largest touchscreen (8.4 inches), 3D navigation, SiriusXM satellite radio and Bluetooth connectivity.

## TOWN & COUNTRY

Although the Chrysler Town & Country comes standard with the innovative seating and storage system provided by Stow 'n Go Seats and the award-winning 3.6-liter Pentastar V6 engine, the 90th Anniversary package

makes it even more of a stand-out vehicle. Using the 2016 Touring-L model as a starting point, the 90th Anniversary Edition goes further by including a power sunroof, bright door handles, heated first- and second-row seats, a heated steering wheel and Keyless

Enter 'n Go as standard equipment.

Chrysler may be gone, but his belief that automobile buyers should be able to get something more diverse than just mere transportation lives on in Chrysler's 2016 lineup of 90th Anniversary Edition models.



# Affordable Luxury

**T**he American Dream means different things to different people. To some it's the ability to own a home — with a white picket fence out front, of course.

To others, it's the freedom to start a business doing what they love. Then there are the people who view it as a comfortable life in which they can experience the finer things this world has to offer while staying within their budget. Since 1925, Chrysler has been making affordable luxury vehicles for those American dreamers.

Like the American Dream, luxury can be defined in many ways. It can translate to a refined driving experience, cutting-edge safety, state-of-the-art technology features, or high-end materials. Over the past 90 years, Chrysler has offered all of those characteristics in its vehicles.

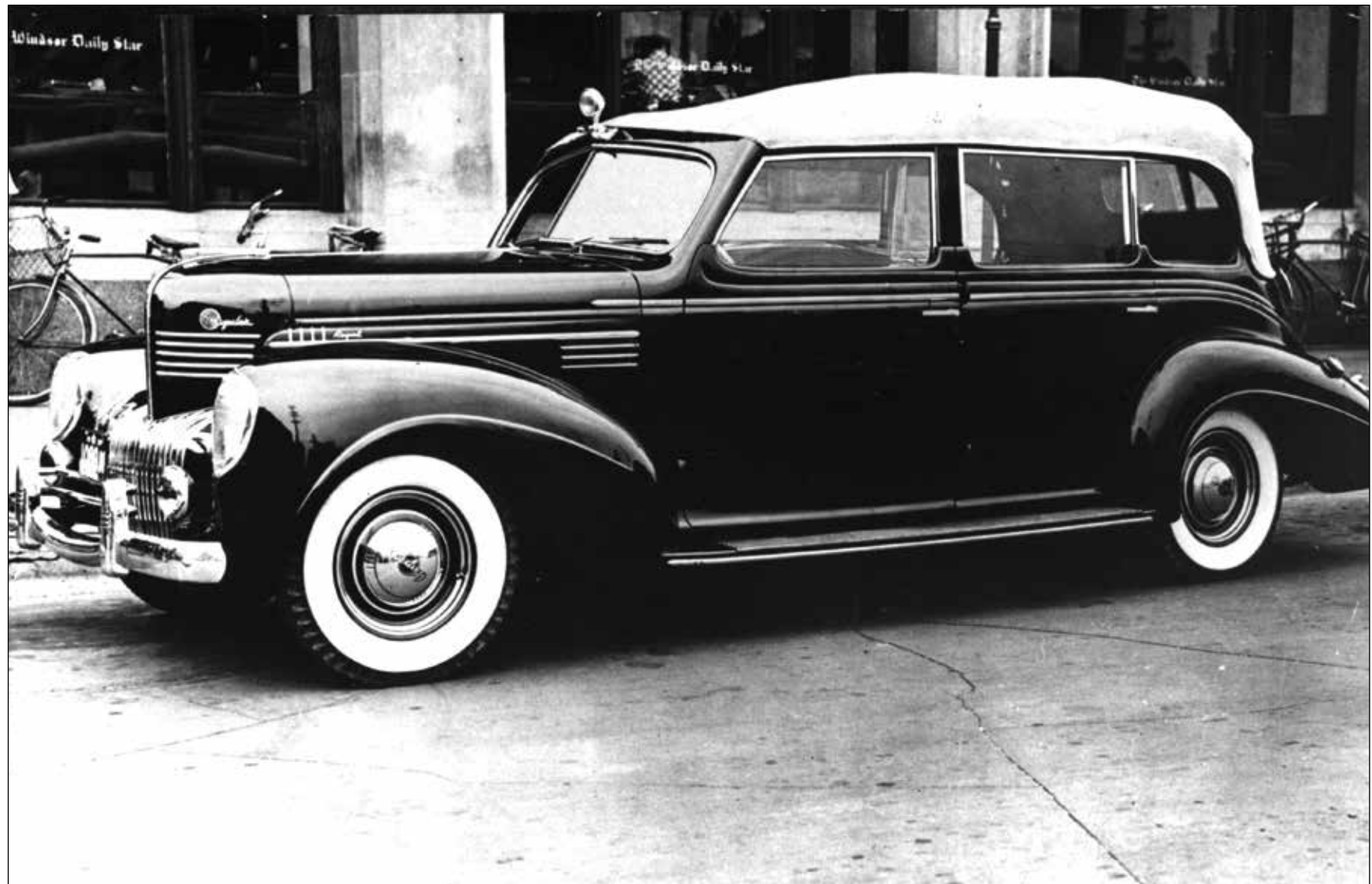
## EARLY EFFORTS

Back in 1926, the Model Four, Series 58, was one of the first vehicles made with vibration-reducing rubber engine mounts. Whatever vibrations remained were separated from the chassis in 1931 through the use of the “Floating Power” engine mount, a design in which rubber bearings and a leaf spring were placed below the gearbox. Chrysler’s introduction of power brakes followed the next year.

In 1950, Chrysler became the first American vehicle manufacturer to offer electric windows. Just one year later, the first commercially available power-steering system for a passenger car, “Hydraglide,” came to market.

## MODERN EQUIPMENT

Power windows were typically an option in the early 1960s, but they came



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standard on the 1961 Chrysler 300G, just as airbags would eventually be on Chrysler vehicles in 1988. In fact, Chrysler was the first U.S. automaker to see those life-saving devices as too important to be optional extras.

The great American car returned when the 2005 Chrysler 300 came to

market. It went on to be named the Best New Luxury Car by the Automobile Journalists Association of Canada.

## TECHNOLOGY

Uconnect, the automotive industry’s first wireless Internet connectivity system (which comes with other technolo-

gy features as well), came to Chrysler vehicles in 2008.

The 2016 300 sedan, in 300C Platinum trim, features upscale materials, such as quilted Nappa leather and hand-sanded wood accents — making the American Dream so close it can actually be touched.



# The Airflow: Ahead of its Time

When you look up into the sky and catch a glimpse of a plane flying, what do you see? More than likely, just lights and wings, not the inspiration for a revolutionary car design.

However, that's exactly what Chrysler engineer Carl Breer saw one day in the late 1920s when he glanced up at a squadron of Army Air Corps planes passing over him. He consulted aircraft engineer Bill Earnshaw and flight pioneer Orville Wright about a car that would benefit from some of the same aerodynamic principles applied to

planes.

In 1934, Chrysler built a wind tunnel at its headquarters in Highland Park, Mich., in which to test various potential shapes for that vehicle, which became the first American production car developed in a wind tunnel and appropriately known as the Airflow.

## PERFORMANCE

It was not only eye-catching but able

**SEE AIRFLOW,**  
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# The Chrysler 300

The year 1955 was historically significant in numerous ways. The Allies ended their occupation of West Germany, the Brooklyn Dodgers won the World Series, Rosa Parks took a seat and Chrysler introduced the now-iconic 300.

When it came to the U.S. market, the 300-horsepower Chrysler 300 was the most powerful production car in the country.

It broke another record by hitting 127.58 miles per hour at

Daytona.

## A POWERFUL TRADITION

Chrysler only waited until 1956 to give the 300 even more power — in the form of the 300B. Peak output climbed to 390 horsepower just a year later. Customers had the option of lowering the top if they ordered a newly available convertible model. Stylish rear fender fins

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Unfortunately, sales eluded the Airflow almost as easily as it eluded the wind. Customers just weren't ready for its radical looks.

**AIRFLOW**, CONTINUED FROM PAGE 6

to slip easily through the air, as well. For instance, as opposed to a tall vertical grille and a long hood, the 1934 Airflow had a “waterfall” grille that sloped up into the hood. The curvaceous front fenders flanked headlights that were incorporated into the sleek bodywork as opposed to separate pieces that jutted out from it. A steeply raked windshield and a roofline that flowed down to the rear bumper also reduced turbulence.

Thanks to those design cues, the inline-eight-cylinder-powered Airflow was able to hit 95.7 mph in a flying mile at Bonneville — and set 72 national speed records. On a coast-to-coast test trip, an Airflow achieved 21.4

miles per gallon.

**COMFORT**

The Airflow wasn't all about performance; it was comfortable, too. People traveling in the rear enjoyed a pleasant ride courtesy of an engine that reached away from the passenger compartment and past the front axle, as well as the widest seats in the industry.

**RECEPTION**

Unfortunately, sales eluded the Airflow almost as easily as it eluded the wind. Customers just weren't ready for its radical looks. Chrysler discontinued the Airflow after 1937.

Although the Airflow wasn't popular at dealerships, its design went on to influence vehicles from different manufacturers over the years.

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were standard.

After leaving dealership lots in 1963, the drop-top 300 returned in 1964. The initial series of letter cars ended in 1965.

Non-letter versions of the 300 were produced at various points until 1979. It would take another 20 years for a 300 to reappear in Chrysler showrooms — as the V6-powered, front-wheel-drive 300M sedan.

### REVIVAL

For the 2005 model year, Chrysler marked the 50th anniversary of the launch of the original 300 by rolling out an all-new 300. It was available with rear- or all-wheel drive and in a variety of trim levels, including the 5.7-liter-HEMI-V8-equipped 300C package with 340 horsepower.

Performance hit a new peak with the 2006 SRT-8 variant of the 300, which packed a 425-horsepower 6.1-liter HEMI V8 under its hood.

## Chrysler is commemorating its founding with the 90th Anniversary Edition 300.

### REBIRTH

Chrysler rolled out the second-generation of the reborn 300 for the 2011 model year. In addition to restyled bodywork, the sedan featured upgraded technology and new engine and transmission choices.

The highest-performance power plant once again came between the front wheels of the SRT8 model, which pumped out an impressive 470 horsepower from a massive 6.4-liter HEMI V8.

A thoroughly revised 300 arrived in time for the 2015 model year. Chrysler is commemorating its founding as a company with the 2016 90th Anniversary Edition 300.

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# Father of an Institution

The man behind a major American automotive company didn't actually start his career in the car business.

At the age of 17, Walter P. Chrysler defied his father's wishes and decided to not go to college. Instead, he followed in his father's footsteps and started working in the railroad industry. Chrysler simultaneously started as an apprentice in a machine shop and began a two-decade career, throughout which he became known as a master of plant efficiency.

Chrysler went on to hold increasingly prestigious positions within the locomotive sector, and he had a large family to support. He fell in

love with the sleek Locomobile after seeing it at the Chicago Auto Show, but had to borrow \$4,300 to buy the \$5,000 vehicle, which he did in 1908. However, Chrysler didn't even drive his Locomobile until he had taken it apart and reassembled it to understand its mechanical systems.

## A NEW PASSION

It wasn't until Chrysler was 36 that he went into the auto-

**SEE FATHER,**  
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# Birth of the Minivan

**B**efore the days of FCA US LLC, there was the Chrysler Corporation. It brought the automotive world a number of forward-thinking innovations, such as power brakes and the high-performance HEMI V8.

The Chrysler Corporation also produced a variety of popular models, including the tire-shredding Plymouth Barracuda and the original, trail-conquering Jeep Grand Cherokee.

In 1983, it produced more than an automobile; it created an entire class of vehicle: the minivan.

The 1984 model-year Dodge Caravan and Plymouth Voyager came around during a time when “baby boomers” were starting families. They needed vehicles larger than sedans and wagons, which were shrinking in size to reduce emissions and increase fuel economy. Full-size vans were too big and didn’t provide a pleasant enough ride for passengers.

## SPACE, CONVENIENCE

The Chrysler Corporation’s minivan twins were built on car — instead of truck — platforms and provided room for seven people and their luggage. Despite how much space they offered,



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they were able to fit in home garages and through car washes. The smooth-riding front-engine, front-wheel-drive models gave people in the front seats a commanding view of the road, as well as the ability to step — not climb — out of and into the

cabin. No wonder the Caravan and Voyager were instant successes when they rolled into dealerships. By 1985, they made their way onto Car and Driver magazine’s “Ten Best” list.

Longer wheelbase models, known as the Grand Caravan and Grand

Voyager, were introduced two years later.

The Chrysler Town & Country luxury minivan debuted for the 1990 model year.

## ENDURING POPULARITY

Several generations of Chrysler Corporation minivans followed. Although the Plymouth Voyager is no longer around, the Dodge Grand Caravan and Chrysler Town & Country live on into the 2016 model year. The Dodge can be ordered with value-adding Plus Packages, and the available 90th Anniversary Edition of the Chrysler variant brings an extensive array of useful standard equipment

Crossover utility vehicles may be the craze these days, but they can never take the place of the minivan, a vehicle which, thanks to the company now known as FCA US LLC, is in a class by itself.

FATHER,  
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He simultaneously started as an apprentice in a machine shop and began a two-decade career, throughout which he became known as a master of plant efficiency.

mobile business. Charles Nash, the president of General Motors at the time, convinced his future rival to leave his job at the American Locomotive Company and begin managing the Buick plant. Eventually, Chrysler more than tripled production by using a variety of tech-

niques.

By 1916, Chrysler was the president of Buick, courtesy of the founder of General Motors, William Durant. However, a few years later, he left the conglomerate over a disagreement with Durant

about how to best handle the costs of vehicle frames.

## A NEW VISION

Chrysler then became the head of Maxwell Motor Company, Inc. In 1924, the Chrysler Six debuted at the

New York Auto Show. Its affordable sub-\$2,000 price made it a hit for Maxwell — and for Chrysler himself. The Maxwell Motor Corporation formally became the Chrysler Corporation in 1925.

Ninety years later, Chrysler

is a part of FCA US LLC, which will help carry on Walter P. Chrysler’s legacy of advanced engineering and innovation. His company’s future is — to borrow an expression from his first line of work — “on the right track.”







# An Unlikely Hero

**C**hrysler survived the death of its founder, the Great Depression and World War II only to be weakened nearly to the point of collapse.

The forces that would threaten Chrysler's existence began building in the 1970s, the same decade in which its unexpected savior was ousted as the president of a competing automaker.

## A NEW ERA

Although Chrysler made high-horsepower muscle cars that enthusiasts loved, the hey-day for such vehicles was in the rear-view mirror by the '70s. Emissions and safety standards were getting stricter, insurance rates were on the rise, and consumers were looking for more affordable vehicles. In 1973, the oil embargo and its accompanying fuel shortages motivated Chrysler to focus on producing mid-size and smaller models. Despite that shift in product planning, the company still needed help. It came from a surprising source: a former Ford man.

Lee Iacocca, who was instrumental in the success of the Mustang, was nevertheless relieved of his position as president of Ford in 1978. In November of that year, he was named the president of the Chrysler Corporation. Iacocca described the experience of taking the helm of Chrysler as being "like going from the frying pan

into the fire."

A whopping \$1.5 billion in loan guarantees from the U.S. government certainly helped him take the heat. That infusion of money gave Chrysler an opportunity to develop two vehicles that would become synonymous with the company — and success: the K-car, whose platform was introduced in 1981, and the minivan, which changed the world of automobiles when it arrived in 1984. Between those two milestones, Chrysler returned \$813,487,500 to the administration that gave it a new lease on life.

## SUCCESS

Under Iacocca's guidance, Chrysler not only survived, it flourished. It acquired American Motors Corp, the fourth-largest U.S. automobile manufacturer, and, by extension, Jeep in 1987. That was also the year Chrysler took ownership of the iconic Italian sports car company Lamborghini.

Iacocca retired from Chrysler in 1992, the first year of sales for two more iconic and popular vehicles: the Jeep Grand Cherokee and Dodge Viper. Like Chrysler, both of those models survive to this day, thanks in part to Lee Iacocca.



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*"We are continually faced by great opportunities brilliantly disguised as insoluble problems."*

*— Lee Iacocca*





