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Chrysler PT Cruiser stands alone

From the very beginning, the Chrysler PT Cruiser was intended to challenge the dynamics of the passenger car market with a combination of functionality and efficiency, wrapped in a distinctly American design.

Since its unveiling a year ago, the segment-busting 2001 Chrysler PT Cruiser speaks volumes of the Chrysler brand by creating an image that is almost as important as the vehicle itself.

"The PT Cruiser is a defining vehicle that will change how people think of the Chrysler brand," said Martin R. Levine, Vice President, Chrysler/Plymouth/Jeep® Division.

"This vehicle provides tangible evidence that Chrysler has become a more contemporary brand with a portfolio of innovative products that match the lifestyles of our customers."

Available this spring, the PT Cruiser transcends traditional automotive expectations by creating a new segment with no direct competitors in North American markets, and few comparable vehicles in Europe or Asia.

"Chrysler PT Cruiser will give the Chrysler brand a signature concept-to-reality production vehicle like no other in the world," said Levine.

The car's "PT" means "personal transportation," and its interior packaging and exterior design offer something for everyone. It provides interior roominess with a stylish exterior look that is both classic and contemporary.

"The all-new PT Cruiser stands alone in the world market because it combines versatility and efficiency, wrapped in a distinctly American design," said Robert J. Eaton, Chairman, DaimlerChrysler.

"Chrysler PT Cruiser is our interpretation of a vehicle that blends many characteristics to create an all-new segment in America which could easily be called a flexible activity vehicle."

However, PT Cruiser's combination of size and versatility will draw attention from various segments of the market including small cars, mid-size cars



Chrysler PT Cruiser

and small sport-utility vehicles.

PT Cruiser's appearance picks up on themes delivered by the Pronto Cruiser and Chrysler PT Cruiser concept cars. It has an exaggerated look that hints at nostalgia but delivers contemporary styling. Flared fenders, a pronounced grille and uniquely shaped tail lamps are among the architectural features.

While PT Cruiser is shorter in length than the Neon, its interior space is that of a full-size sedan capable of carrying five people. Its rear seat has a 65/35 split, can be folded forward in two positions or removed entirely for open floor space. The front passenger seat folds down to give the driver a tabletop or provide even more interior space.

At 168.8 inches (4288.5 mm), the overall exterior length of the PT Cruiser is equal to the size of a small car to provide nimble city handling, yet its EPA interior volume of 119.8 cubic feet (3.39 cu. meters) rivals that of a full-size sedan. PT Cruiser's presence in the market is already evident, with interest expressed from almost a quarter million potential customers.

This vehicle has created a unique opportunity for the Chrysler brand to begin building a relationship with this growing group. Since the first showing of PT Cruiser, Chrysler has been communicating with these consumers through e-mail and direct mail, providing product information about the PT Cruiser in advance of its on-sale date.

The Chrysler GT Cruiser concept

vehicle is Chrysler's own example of how the forthcoming PT Cruiser can be personalized. The concept boasts a custom design theme as well as a 200 bhp, 225 lb.-ft. turbocharged engine under its hood.

The 2001 Chrysler PT Cruiser is one of the many concept-to-reality projects coming out of DaimlerChrysler's design studios.

The PT Cruiser is already acclaimed by many as a segment-buster and 'too cool to categorize.'

"The distinct personality of the Chrysler PT Cruiser is unmatched by any vehicle on the road today," said Tom Gale, Executive Vice President for Product Development and Design.

"The GT Cruiser concept also borrows design cues from classic

American automobiles, but shows how this design can be individualized."

"We followed traditional customizing guidelines," said Kenneth Carlson, Senior Designer at DaimlerChrysler responsible for the GT cruiser and a hot rodder at heart. "Lowering the vehicle by one inch and widening the track by two inches resulted in its athletic stance. Removing the badges from the hood and deck and integrating the bumpers in the facias give the vehicle a clean front and rear appearance. In addition, the badges are incorporated in the grille and rear license plate brow, in effect minimizing the number of design elements."

PT Cruiser will be produced at DaimlerChrysler's Toluca Assembly Plant in Mexico.

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