



PORSCHE HAT-TRICK

Famed automaker to unveil new models at L.A. auto show

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CRUZE-ING ALONG

2011 Cruze Eco delivers on fuel consumption promise

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For 2011, the Chrysler 200 replaces the long-serving Sebring. Chrysler claims the 200 is the most affordable mid-size sedan on the Canadian market.

Chrysler says new 200 is the most affordable mid-size sedan on the market

By **JIM ROBINSON**
*Metroland Media Group
Carguide Magazine*

SONOMA: Ca.: Chrysler says its new 200 sedan at \$19,995 is the lowest priced mid-size car in Canada, but they don't stop there.

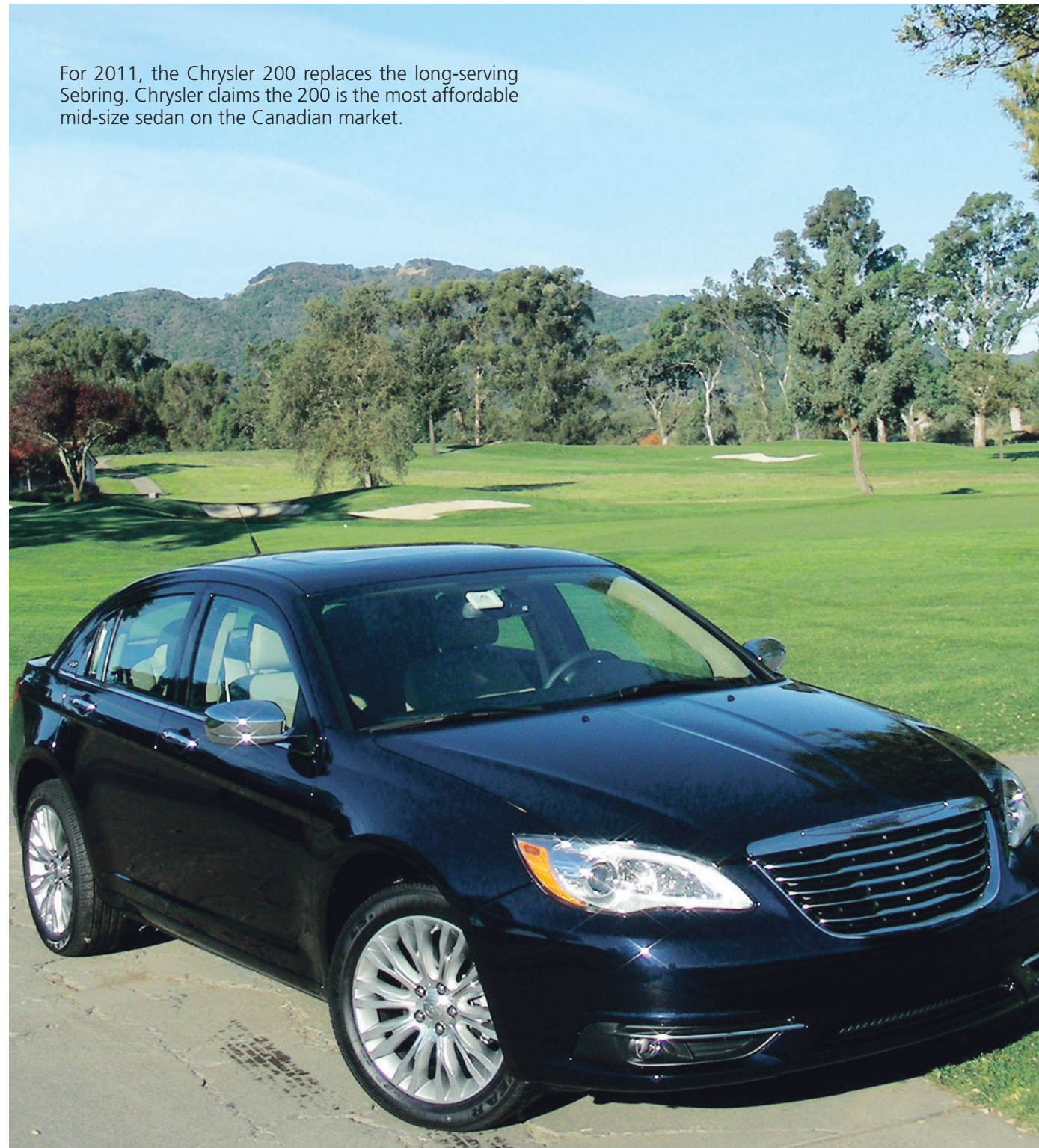
Chrysler also states the 2011 200 with 3.6-litre V6 is the most affordable V6 mid-size sedan and claims the V6 has class-leading economy with 42 mpg highway fuel consumption.

The 200 is the new name for the Sebring, which for years was a bargain and proved to be the darling of the rental fleets. The '200' signifies that it comes in under the 300 full-size sedan. Presumably when Chrysler debuts a compact car, it will be called the 100.

At the press launch of the 200 in Sonoma, Ca., the big talking point was how the corporation almost folded during the world fiscal collapse. Many a launch presenter with darkened brow talked about the 'summer of 2009' in the way I remember old soldiers telling me about Dieppe in 1942.

Much was said about overall improvements that were given a green light instead of being 'thrifed' as the company was forced to do because money was so short, leading up to the near collapse. 'Thrifed' was a word used a lot and the first time I had heard this noun used as a verb.

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