

Chrysler Canada Announces Cash for Clunkers and Official Partnership with Retire Your Ride Program

- Most aggressive scrappage incentive in Canada
- First automaker to partner with government's Retire Your Ride
- Up to \$1,800 in discounts including \$300 Retire Your Ride reward
- All new 2009 and 2010 Chrysler Canada vehicles are eligible
- Program is on top of current Chrysler Canada "We Build Champions" program

WINDSOR, ON, Aug. 21 /CNW/ - Chrysler Canada today announced the most aggressive cash for clunkers in the Canadian industry. The current federal program is being turbo-charged, with Chrysler Canada kicking in \$500 to \$1,500 over the incentives offered by Retire Your Ride.

"This is the responsible thing to do," said Reid Bigland, President and CEO, Chrysler Canada. "Facilitating the removal of these vehicles from the road is the right move for our country, our health, and our environment. In many instances the turned-in vehicles release 19 times more smog than a current model year vehicle. As a result, Chrysler Canada is proud to offer the most aggressive scrappage incentive in the Canadian industry, and we are pleased to be the first official Retire Your Ride automotive partner."

Consistent with the federal government's program, qualifying customers must be owners of a 1995 or older model year vehicle that is in running condition and has been registered and insured in Canada for the previous consecutive six or twelve months, depending on the province.

To date, 13,000 Canadians have done the right thing and turned in their old vehicle under the Retire Your Ride program. Chrysler Canada salutes these individuals, and encourages them to visit any of our 440 Chrysler, Jeep(R), or Dodge dealerships and receive an additional \$500 to \$1,500 in savings towards their purchase. Full program details are available at:

www.chryslercanada.ca/cashforclunkers.

"The best part of this program is that it gets old vehicles off Canadian roads, and then Canadians can use this incentive towards the purchase of any new Chrysler, Jeep, or Dodge product," said Dave Buckingham, Vice President of Sales, Chrysler Canada. "There are no product exclusions, and customers can select the vehicle that best suits their needs and lifestyle."

Chrysler Canada's cash for clunkers is in addition to its current "We Build Champions" program, which combines strong cash discounts with purchase financing from zero per cent, resulting in exceptional offers on the company's award-winning, fuel-efficient vehicles.

For example, by combining Chrysler Canada's incentive offerings with the government's Retire Your Ride reward, customers can get into Canada's most fuel-efficient SUV - the 2009 Jeep Patriot - for only \$14,795.

"Everyone wins - the environment, the economy and Canadians, who don't have to get 'smoked out' driving behind one of these junkers ever again," Bigland concluded.

The partnership with Retire Your Ride is a further example of Chrysler Canada's strong commitment to the environment, energy consumption, alternative fuels and the development of fuel-efficient technologies.

"Every day, over one hundred Canadians are participating in Retire Your Ride, preventing tonnes of smog-forming emissions and doing their part to protect the Canadian environment," said Fatima Dharsee, Executive Director of

the Clean Air Foundation which administers the Federal Retire Your Ride program. "To have Chrysler Canada join Retire Your Ride as a new reward partner means being able to offer Canadians one more reason to move toward a cleaner transportation alternative."

Chrysler Canada offers 17 vehicles achieving 30 mpg (9.4 litre/100 km) highway fuel economy or better, and six vehicles achieving 40 mpg (7.0 litre/100 km) highway fuel economy or better. In 2009, 73 per cent of the company's vehicles offer improved fuel economy compared with the corresponding 2008 models. Chrysler Canada's new cash for clunkers brings the country and the company one step closer to achieving our goal of a cleaner, brighter future.

Retire Your Ride is a national program designed and dedicated to efficiently retiring 1995 model year or older vehicles in an environmentally responsible manner, in an effort to improve air quality and encourage the use of sustainable transportation. For any media inquiries related to Clean Air Foundation or Retire Your Ride please contact Stephanie Nadalin, Optimum Media Relations 416-306-6561.

Additional information and news from Chrysler is available at <http://www.media.chrysler.com>.

For further information: Mary Gauthier, (519) 973-2253 (office), (519) 984-1396 (cell), meg4@chrysler.com

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