

CHRYSLER FULL LINE



300M • LHS • CONCORDE
SEBRING CONVERTIBLE • SEBRING COUPE
CIRRUS • TOWN & COUNTRY



1998 Town & Country LXi



1998 Sebring Limited Convertible



The New 1998 Concorde LXi



*1999 Chrysler LHS
Spring 1998 introduction*



1998 Sebring LXi Coupe



1998 Cirrus LXi



*1999 Chrysler 300M
Spring 1998 introduction*

C H R Y S L E R



Engineered to be Great Cars

Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details. Some of the equipment shown or described throughout this catalog is available at extra cost.



**CHRYSLER 300.
EVEN MORE
SOPHISTICATED
THAN ITS FABLED
PREDECESSORS.**

"M," the 1999 version of the famous Chrysler 300 letter series of the '50s and '60s revives the passion—with millennium

engineering and stylistic savoir faire. It will elevate the perception of Chrysler premium automobiles. A new, all-aluminum,

253-hp* 3.5-liter High-Output single overhead cam V6 engine with a 4-speed AutoStick™ transaxle provides the punch,



and fully independent suspension the glue, to take the 300M through challenging driving situations. The luxury comes with a "no excuses"

audio, leather and ergonomic design that measures up to cab-forward engineering.

*When using midgrade unleaded fuel. This engine will operate safely and satisfactorily on regular unleaded fuel.



**ALL-NEW 1999
CHRYSLER LHS.
THE MOST
DISTINCTIVE
AND LUXURIOUS
CHRYSLER EVER.**

The all-new Chrysler LHS is the embodiment of everything we've learned about the art and science of engineering great cars. LHS delivers

outstanding road manners and a sporty, powerful presence with an exceptionally smooth 3.5-liter High-Output

V6, a nimble and agile suspension system, and a silky four-speed automatic. Chrysler LHS is an oasis of luxury, sophistication and technology.



Spacious, quiet and elegant, LHS interior features rich, supple leather-trimmed seating, woodgrain and chrome accents,

soft-touch surfaces, center analog clock and an instrument cluster reminiscent of refined, handcrafted Swiss-made watches.



**CHRYSLER
CONCORDE.
HIGH-TECH
SOPHISTICATION
AND AGILITY.**

Reflecting Chrysler's no-compromise credo, the all-new Concorde is alluring outside, spacious inside, agile afoot

and powerfully efficient. In a word, it's sleek. Concorde LX and LXi are derived from the most high-tech, computer-

integrated advancements in the history of Chrysler. Concorde was developed, tested and validated with the aid of the aerospace-

inspired CATIA® (Computer-Aided Three-Dimensional Interactive Application) system. It melds the looks of a sports car

with the versatility of a four-door. Two new aluminum V6s are available. The 200-hp 2.7-liter and 225-hp 3.2-liter engines

are as much as 25 percent more powerful and 10 percent more fuel efficient than their predecessors.



Concorde LXi's leather-trimmed interior features eight-way power front seats, automatic temperature control and the Chrysler/Infinity Spatial Imaging™ Sound System with nine speakers in seven locations.

**CHRYSLER
CONCORDE.
WHERE LUXURY
AND FUNCTION
ARE ONE.**

Concorde's interior is as finely finessed as its exterior, with seamless concealment of the Next Generation driver and front-passenger air

bags,* flush-faced ergonomic radio and heater controls, theater-style dimming of interior courtesy lamps, and even something as

thoughtful as a tie-down to secure the driver's floor mat. Unique interior color tones, marked by a dark upper over a light lower, richly

enhance Concorde's feeling of spaciousness. Door-mounted armrests are ergonomically, not to mention comfortably, angled upward. And

six-passenger room is available with the addition of a 50/50 split-bench front seat — trimmed in leather on Concorde

LXi and in cloth on Concorde LX.

*Certified to the new Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children.

**CHRYSLER
SEBRING
CONVERTIBLE.
FOR THE ROAD
AND THE ROOM.**

Chrysler's Sebring isn't just a convertible, but a go-anywhere, go-anytime year-round pleasure craft. Engineered and built to *be* a convertible, from the ground up.

Cab-forward roominess accommodates your guests with surprisingly roomy rear seats. Choose either the Sebring JX or JXi — or the

new-for-1998 premium package: The Sebring Limited. Sebring Convertible's body structure is amazingly rigid thanks to rail-through construction, which also

reduces overall weight. Add a modified double-wishbone suspension for a smooth ride and solid feel. A 2.4-liter 16-valve engine is standard. With the



available 2.5-liter V6* you can add the optional AutoStick® shifter and choose the manual *or* automatic mode.

*Built by Mitsubishi Motors Corporation.





**CHRYSLER
SEBRING COUPE.
ROADABILITY,
STYLE AND
ROOMINESS.**

Sebring was conceived, designed and engineered for the driving enthusiast. Available in two models: LX and the

fully equipped LXi. Both with styling that is bold yet elegant. Standard on the LX is a 2.0-liter multi-valve four-cylinder engine; the LXi has a

2.5-liter V6.* The response with either engine is strong and smooth. Like Sebring.

*Built by Mitsubishi Motors Corporation.



Sebring's sporty cockpit-like cabin puts the driver in control. A leather-wrapped steering wheel, standard on

LXi, can be matched to the luxurious feel of available leather-trimmed front bucket seats.



**CHRYSLER
CIRRUS LXi ...
A NEW LEVEL
OF LUXURY,
STILL THE FEEL
OF SPORTINESS.**

Cirrus LXi, now in a single, luxury-laden model, succeeds in fusing the appearance and feel of a sporty coupe with the culti-

vated amenities of a sedan: Air conditioning, AM/FM cassette with six speakers, power windows and door locks, electronic

speed control, heated exterior mirrors — plus 2.5-liter V6^{*} power, antilock brakes, and cast aluminum wheels ... all standard.



Cab-forward design expands Cirrus' interior to nearly 96 cubic feet. Not just room, but room that is luxuriously

appointed in premium cloth or available no-extra-cost leather trim.

*Built by Mitsubishi Motors Corporation.

**CHRYSLER TOWN
& COUNTRY LXI.
AN ALTERNATIVE
TO THE LUXURY
AUTOMOBILE.**

The comfort, conveniences and elegant touches of a luxury passenger car *and* minivan room plus functionality — that's what makes Town

& Country LXI (shown) the luxury car alternative. Consider the standard leather-trimmed interior and Dual Zone Temperature Control, allowing

individual temperature settings for the driver and front passenger. For a balance of luxury *and* value, choose the Town & Country LX model (not shown).



Functionally, this next generation of the minivan boasts a second, driver-side sliding door and Easy Out Roller Seats® (bench seat only).



**CHRYSLER TOWN
& COUNTRY SX.
NO SHORTAGE
OF LUXURY
APPOINTMENTS.**

The versatile, spacious Town & Country line-up offers three luxurious choices: The long-wheelbase Town & Country LX and LXi (see previous

page) and the shorter-wheelbase SX (shown here). Town & Country SX is more compact, but shares the luxury of its model mates.

The SX incorporates the functional utility, versatility, efficient shape and luxury of the larger models in a more nimble package.



A 180-horsepower 3.8-liter V6 engine is standard on LXi and on all AWD models and available on LX and SX models.

A 158-horsepower 3.3-liter* V6 is standard on LX and SX models.

*3.3-liter engines outside of CA, CT, MA and NY have flex fuel (Ethanol and unleaded gasoline) capability.



**SAFETY.
IT'S BUILT INTO
CHRYSLER
VEHICLES.**

Most Chryslers offer the safety of standard Next Generation driver and front-passenger air bags.* For additional safety, the lower surface of the instrument panel acts as a knee blocker. This helps prevent passengers from sliding out from under the lap belts in the event of a collision, while positioning occupants properly for the air bags. Other safety features include Chrysler's available (standard on certain models) four-wheel antilock brake system that automatically "pumps" brakes to help prevent wheel lockup during emergency braking conditions. Chrysler

vehicles are engineered with rigid body structures that provide strength, improve stability and reduce road noise. Town & Country offers a pair of available Integrated Child Seats† built right into the middle bench seat. Both seats recline for greater comfort and feature dedicated five-point restraint harnesses. Child-protection rear door locks can be engaged to prevent rear doors



from being opened from the inside. High-strength steel side-guard door beams combined

with structural reinforcements help provide dynamic side-impact intrusion protection. Available EVS II® Security System features arm/disarm function with interior illumination, ignition-activated door locks, power trunk release, and "panic" alarm control capabilities. For vehicle availability, see your dealer for details.



*Next Generation air bags are certified to the new Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a back-seat is the safest place for children. Next Generation air bag on the driver's side only on Sebring Convertible and the passenger side only on Town & Country. Next Generation air bags not included on Sebring Coupe.

†For children at least one year old, between 22 and 50 pounds and no more than 47 inches tall.

THE OWNERSHIP PROMISE

A product can be no better than the willingness of its maker to stand behind it. That's why Chrysler Corporation, through its Customer One Care™ program, promises its owners a satisfying experience at the dealership and long after they drive their new cars from the showroom. Included in that promise: bumper-to-bumper protection for three years or 36,000 miles; 24-hour-a-day roadside assistance for the same period; a five-year or 100,000-mile assurance against sheet-metal rust-through; a variety of flexible plans for financing, leasing and extended service. All of these customer support programs are detailed at right. Customer One Care ... the Chrysler promise you can live with. For years.

CUSTOMER ONE®

Chrysler's Investment in Your Satisfaction

THE PRODUCT Chrysler Corporation has created a revolutionary new lineup of cab-forward, next-generation automobiles and minivans. That's product.

THE PEOPLE To market these exceptional new vehicles, Chrysler Corporation and its dealer body have revolutionized the way they do business, committing millions annually to training, educating and increasing the awareness of dealership sales staff and service personnel. That's people.

THE GOAL Together, product and people form a synergistic network dedicated to one goal: exceeding your expectations throughout the shopping, buying and ownership experience. **Sales Advisors** are trained to guide you to the car or minivan that precisely fits your lifestyle. Customer One Product Training provides detailed, in-depth information regarding cars and minivans. **Product workshops** impart not only "book" knowledge but also a hands-on "feel" for the vehicle that is gained through on-the-road experience. In-dealership product training includes ongoing monthly meetings designed to provide the facts on competitive cars and minivans to help Sales Advisors help their customers. **Service personnel** undergo similar training programs designed to continually update their skills and keep them abreast of rapidly advancing automotive technology.

THE RESULTS The results of this massive commitment to continuous improvement are reflected in both products and people: outstanding achievements in sales and increasing Sales and Customer Satisfaction Index scores — two highly controlled systems that measure our performance by soliciting your opinion. At Chrysler, we're not just a whole new family of cars, but an entirely new corporate culture dedicated to satisfying your every automotive desire.

CUSTOMER ONE CARE™

LHS, 300M, Concorde, Sebring Convertible, Sebring Coupe, Cirrus and Town & Country are covered by the 3/36 Customer One Care Plan,* which includes:

A 3-year or 36,000-mile (whichever comes first) Bumper-to-Bumper Limited Warranty which covers the complete vehicle against defects in factory-supplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings, brake rotors and drums and normal maintenance items.)

Roadside Assistance for 3 years or 36,000 miles which provides 24-hour, 7-day-a-week Emergency Road Service, contacted by a 24-hour nationwide toll-free number. Roadside Assistance covers items not included in the 3/36 warranty: lockout, jump start, out-of-gas, change flat tire with your good spare and towing.

The 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty which covers the cost of all parts and labor needed to repair exterior sheet metal panels perforated by corrosion.

The 3/36 Customer One Care Plan stays with the vehicle, and transfers automatically to subsequent owners at no cost during the warranty period.

*See your dealer for additional details and a copy of this limited warranty.

†Tires are covered by their own manufacturers' warranty.

‡Roadside Assistance services are provided by Cross Country Motor Club, Inc. (in California, Cross Country Motor Club of California, Inc.).

SERVICE CONTRACTS Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts ... **the only ones** backed by Chrysler Corporation. These service plans are available in a variety of time and mileage combinations to meet your particular driving needs. Ask your dealer for more information or call 1-800-442-2666.

CHRYSLER FINANCIAL Offers a broad range of traditional automotive financing plans and flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and lifestyle. To make your new vehicle even more affordable, you may want to consider Gold Key Lease and Gold Key Plus short-term financing. Our College Graduate Plans, for example, are especially attractive to those just beginning their careers. Chrysler Financial's programs are subject to availability and state and local laws.

AUTOMOBILITY PROGRAM Cash reimbursement is available for qualified adaptive driving devices. Ask your dealer to provide you with more information or call the **Automobility Program Headquarters** at 1-800-255-9877.

LEASING FOR TODAY'S LIFESTYLES

LEASING IS BECOMING A VERY POPULAR WAY TO DRIVE A NEW VEHICLE. *In fact, one out of every four vehicles is leased rather than purchased and the trend is growing. There is nothing confusing or complicated about leasing a vehicle at your dealership. Chrysler Financial's Gold Key Lease has the flexibility to fit your vehicle choice and your lifestyle. If the idea of getting the type of vehicle you really want, more often, and paying less for it sounds great, ask about Gold Key Lease.*

GOLD KEY LEASE

Because you pay for the portion of the vehicle you'll use, a Gold Key Lease will help you drive the vehicle you've always wanted.

- **LOWER MONTHLY PAYMENTS** *Gold Key Lease payments are typically lower than conventional finance payments.*
- **SHORTER TERM** *With a Gold Key Lease, you can drive a new vehicle as often as the term of your lease.*
- **FLEXIBILITY** *Gold Key Lease terms and payments can be tailored to fit your driving habits and lifestyle.*
- **THREE GREAT OPTIONS** *A Gold Key Lease offers you three great options at lease end: 1) Turn the vehicle in and lease a new one. 2) Buy the vehicle and keep it. 3) Buy it, then sell it for a possible profit, and lease a new vehicle.*

GOLD KEY PLUS

For customers who enjoy the low payments of leasing and want the pride of vehicle ownership, Gold Key Plus is the answer. Simply decide how long you want to drive the vehicle, from one to three years, and its trade-in value at the end of that period is guaranteed. To calculate the amount to be financed, just subtract the guaranteed trade-in value from the purchase price, resulting in significantly lower monthly payments.

COMMERCIAL FINANCE PROGRAM

Chrysler Financial's new Commercial Finance Program offers several finance and lease options to small and midsize businesses, municipalities and small fleet operators. "Line of Credit" financing is also available under this Program. Please see your dealer for details.

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Always use seat belts. Remember a backseat is the safest place for children.

FOR MORE INFORMATION ON PRODUCTS OR LEASING:

1-800-CHRYSLER

www.chryslercars.com



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