



The Chrysler corporation came into being in 1925 (the last of what is now the big three US automotive manufacturers - Ford, General Motors & Chrysler). The makes of Dodge, DeSoto, Plymouth and Imperial became part of a pricing structure, an idea that the founder - Walter Percy Chrysler, borrowed from his days at General Motors. The company quickly developed a reputation for innovative engineering solutions including the use of hydraulic brakes, rubber engine mounts to reduce vibration and the use of welded steel body shells.

By the end of the 1970's, Chrysler was in financial trouble. The well documented appointment of chairman Lee A. Iacocca in 1978, helped turn the company around over the next five years. The product line was clearly better structured as a result with Fifth Avenue models providing the classic Sedan styling approach, the E-Class being the mid-range car and the LeBaron & Laser ranges providing the sports and coupe models.

Now as part of the Daimler-Exciting models are which are capturing the of car drivers around the world. Why not take a look at the UK Web Site: www.chryslerjeep.co.uk or visit the Chrysler stand at the show ?

Chrysler corporation, new and being made available imagination

