CHRYSLER SEBRING CONVERTIBLE. FOR THE ROAD AND THE ROOM.

Chrysler's applauded cab-forward design becomes a convertible. Engineered and built to be a convertible, not a chopped-down coupe like so many of its competitors. Cab-forward design's wide doors provide easy access to the surprisingly roomy rear seats that will delight your traveling companions. Sebring Convertible's body structure is amazingly rigid. Rail-through construction eliminates the need for extra ribs and supports, reducing overall weight. And a modified double-wishbone suspension allows ride characteristics to be tuned independently. They all contribute to a smooth ride and a solid Euro feel.

From its conception, Sebring Convertible was targeted at the best of the imports. Sebring is racy. Sebring is roomy. However you go — open-air free or closed-car formal—you can take Sebring Convertible anywhere. And bring some friends.
SEBRING CONVERTIBLE.
The Sebring JXi model features a leather-trimmed interior with front bucket seats.
CHRYSLER SEBRING.
THE CURE FOR THE COMMON COUPE.

Sebring was conceived, designed and engineered for the driving enthusiast. Available in two models: LX and the even more luxurious LXi. Both with styling that is bold yet elegant. Standard on the LX is a 2.0-liter 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. IT'S NOT JUST A STEP ABOVE. IT'S THE NEW PLATEAU.**

Cirrus succeeds in fusing the appearance and feel of a sporty coupe with the cultivated amenities and comforting safety of a sedan. It sets a whole new standard for the class. Cirrus is so solid, sporty, safe and ever so quiet. Cirrus—a new generation of sports sedan.

A major reason why Cirrus is so solid, sporty, safe and ever so quiet. Cirrus—a new generation of sports sedan.

Cab-forward design and a wider stance expand Cirrus' interior, creating an immense cabin area of nearly 96 cubic feet. Not just room, but room that is luxuriously appointed in premium cloth or available leather trim.
Concorde was the first sedan to offer cab-forward, the design that changed the architecture of the automobile. New refinements include color schemes, body-colored bumpers for a modern "monochromatic" look and steps taken to reduce wind and road noise.

Two models are now available: the affordable LX and the luxurious LXi. Both are spacious, stylish and safe.

Concorde's roomy interior has premium cloth seats with the LX and leather-faced seats with the LXi. Other standard Concorde features:

- Adjustable driver-side lumbar support
- Air conditioning, tilt steering wheel
- Power windows and door locks
Design leadership and high performance are identifying hallmarks of the Chrysler LHS. Its virtues encompass not only a cab-forward shape and a 214-hp V6 engine but also include all facets of driving: luxury, comfort, safety, and roadability. The Chrysler LHS was designed from the ground up to let you enjoy the art of driving.

Interior design helps boost the LHS to the forefront of its class. Almost everything is standard, including eight-way power adjustable leather-trimmed seats for total comfort and luxury.
CHRYSLER TOWN & COUNTRY LXi.
THE ULTIMATE.

The comfort, conveniences and elegant touches of a luxury passenger car and minivan room and functionality— that’s what puts the “ultimate” in Town & Country LXi (shown). For luxury, 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 model (not shown).

Functionally, this next generation of the minivan boasts a second, driver-side, sliding door and easy out roller bench seats.
CHRYSLER TOWN & COUNTRY LX.

NO SHORTAGE OF LUXURY APPOINTMENTS.

The totally redesigned Town & Country lineup now offers three luxurious choices: The long wheelbase Town & Country and LX (shown here). Town & Country LX is more compact, but shares the luxury of its model mates.

The LX incorporates the functional utility, versatility, efficient shape and luxury of the larger models in a more nimble package.
Cab-forward design pays off not only in more interior room, but it also translates to a longer wheelbase for a smoother ride and wider rear door openings. The wider track contributes to stability and expands seat width for more shoulder and hip room. Even trunk space is increased. All Chrysler passenger cars have fully independent suspension systems to satisfy the driver’s demand for responsive handling and the passenger’s desire for a smooth ride. Clean, crisp handling, helps eliminate body roll, and increases body strength. A 3.5-liter 24-valve V6 engine — standard on the LHS and available on the Concorde — can outperform many V8s in its class. This longitudinally mounted engine turns out 214 horsepower at 5,850 rpm with 221 lb-ft of torque at 3,100 rpm. Teamed to this engine is a sophisticated four-speed automatic transaxle featuring an economy overdrive fourth gear and a fully adaptive electronic control that “learns” your driving style. Chryslers are quiet because meticulous attention was given to the design of sound deadening materials and systems. Computers analyze the shape and joining of components. And all of our vehicles go through extensive sound chamber testing. They’re well protected, too, from corrosion, thanks to unique paint processes that provide resistance to abrasion, weathering and chemicals. Chrysler’s anticorrosion limited warranty covers corrosion perforation damage, for seven years or 100,000 miles (see page 27). Chrysler vehicles also offer superior protection against stone damage, thanks in part to a special antichip primer/surfer applied to the entire body surface.
Every '96 Chrysler offers the safety of standard driver and front-passenger air bags. Dual capacitors store an electrical charge that deploys the bags even if the vehicle’s power system should fail. 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 four-wheel antilock brake system that automatically "pumps" the brakes 15 times per second to help prevent wheel lockup during emergency braking conditions. This helps a driver to maintain better steering control and improves stability and maneuverability in most weather conditions. The Integrated Child Safety Seat, available on Cirrus and Concorde, folds down from the middle of the rear seat, a position that helps minimize the effects of a side-impact collision. The Town & Country offers a pair of available Integrated Child Safety Seats with a toddler/booster seat built right into the middle bench seat. Both seats recline for greater comfort. Child protection rear-door locks have a selector lever on each door that can be engaged to prevent that door from being opened from the inside.

High-strength steel side-guard door beams help protect vehicle occupants during a side impact. They allow some Chrysler vehicles to meet all 1997 federal dynamic side-impact protection requirements. And crush zones at the front and rear of Chrysler’s cab-forward designed cars are built to crumple and absorb energy during severe impacts.

*Always wear your seat belts. **Available with Quartz cloth only on Concorde. Not available with leather-trimmed seating, folding rear seatback or rear headrests on Cirrus.
Some of the items available include eight-way power adjustable seats for both driver and front passenger (standard on LHS and Town & Country LXi, and Concorde LXI). Controls position the seats/seatbacks up or down, forward or back, angle of seat, and seatback recline position. Driver’s seat only available on Cirrus. Depending on model selected, available premium sound systems include cassette, compact disc, and combination cassette/CD stereo radios. The Chrysler/Infinity Spatial Imaging™ sound system features 11 strategically located speakers in seven locations for a complete audio experience. For an open-air experience, there is a power moonroof available on LHS, Sebring coupe, Concorde and Cirrus. Its reflective tinted glass blocks out ultraviolet light. The moonroof also has tilt-up and slide-open features and includes a sliding sunshade.

Leasing is now one of the most popular ways to obtain a new vehicle. Last year, one out of every five new vehicles delivered was leased rather than purchased. There is nothing confusing or complicated about leasing a vehicle at your Chrysler-Plymouth dealership. The process is just like buying and, in fact, many customers find it easier. Chrysler Corporation has a lease program to fit your vehicle choice and your busy lifestyle. This makes your Chrysler-Plymouth dealer your one-stop source for all your automotive needs.

**THE DIFFERENCE: LEASING VS. BUYING**

**LEASING**
- Monthly payments are typically lower than finance payments of the same term.
- A lease is written for a fixed amount of time to closely match your vehicle trading cycle.
- You can be in a new vehicle every 24 months with a payment that is roughly the same per month as financing the same car for 48 months.
- You can drive a new car more often. And you can move up to a higher-priced vehicle with extra options.
- No worries about trading in or selling the vehicle yourself.
- Your lease may include a purchase option which gives you the chance to buy the vehicle at the end of the lease for a predetermined amount.

**BUYING (FINANCING)**
- Financing will help you buy a new vehicle when you can’t afford the entire purchase price.
- By financing, you can reserve your own cash for investments.
- Financing gives you an ownership interest in your vehicle.
- Special APR financing can make this form of purchasing a new vehicle less expensive.
- Financing a vehicle can help you establish a good credit history.
No one but Mopar offers you more choices of accessories made exclusively for your new Chrysler. Removable Roof Rack installs and removes easily for total convenience. Unit is made of rugged aluminum for durability and can be used with Mopar bike and ski carriers. Compact Disc Changer is available for dealer installation. Has easy-change magazine and six-disc storage.

Hitch-Mounted, Fold-Down Bike Carrier conveniently carries two bikes with center bar in vertical position. Carrier mounts or dismounts quickly on a receiver-type hitch.

Front-End Cover with Bug Screen helps protect your vehicle from damage caused by insects and road debris. Includes silver embroidered vehicle logo.

EVS II Security System features arm/disarm function with interior illumination, ignition-activated door locks, power trunk release, and "panic" alarm control capabilities.

<table>
<thead>
<tr>
<th>TOWN &amp; COUNTRY</th>
<th>LHS</th>
<th>CONCORDE</th>
<th>CIRRUS</th>
<th>SEBRING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Carrier</td>
<td>S</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Bug Deflectors, Front</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Cargo Tray, Adjustable</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Cargo Tray, Molded</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Compact Disc, Player/Changer</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Console, Premium Full Dash</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Covers, Car and Minivan</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Door Edge Guards</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Floor Mats, Carpet</td>
<td>□</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Floor Mats, Rubber</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Gas Caps, Locking</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Heater, Engine Block</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Hitch, Trailer</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Hoodcovers</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Lights, Fog</td>
<td>□</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Luggage Carrier, Vinyl</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rails, Roof, Permanent</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rails, Deck Lid</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rails, Roof, Removable</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Radios, Premium Cassette</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Running Boards</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Security System &quot;VIN prints&quot;</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Security Systems, Evans II</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Ski Carrier</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Speed Control</td>
<td>□</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Splash Guards</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Visors</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Wheel Locks</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

All Chrysler's 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 and normal maintenance items.)
- Roadside Assistance for 3 years or 36,000 miles providing 24-hour, 7-day-a-week Emergency Road Service, contacted by a 24-hour nationwide toll-free number. Roadside Assistance covers many items not included in the 3/36 warranty, such as lockout, jump start, out-of-gas, flat-tire repair and towing.

A 7-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty which covers the outer panel and labor needed to repair exterior sheet-metal panels perforated by corrosion.

*See your dealer for additional details and a copy of this limited warranty. Tires are covered by their own manufacturer's warranty.*

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

Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and mileage combinations to meet your particular driving needs.

CHRYSLER CREDIT offers a broad range of automotive financing which provides flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and lifestyle. Our College Graduate Program is especially attractive if you're just beginning your career. Gold Key Lease is designed to lower your monthly payments while Gold Key Loan allows you to pay up monthly payments that you have all the advantages of leasing without the hassle of monthly payments. Gold Key Plus is ideal for short-term financing (see page 25).

AUTOMOBILITY PROGRAM is an authorized service center for qualified adaptive devices and vehicle Chrysler. Ask your dealer to provide you with more information or call the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, complete accuracy cannot be guaranteed. Chrysler Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.

Chrysler, EVC II and Mopar are registered trademarks of Chrysler Corporation.

Always wear your seat belts.
CUSTOMER ONE

Futuristic design. Innovative engineering. Quality production. All are embodied in every Chrysler. But to you, the car buyer, the vast resources of Chrysler Corporation are centered in just one place: the dealership. To ensure that your experience there will be a satisfactory one, more than 100,000 dealership management, sales and service people are participating in the most extensive educational initiative in automotive history.

It’s called Customer One and it establishes one unbreakable rule: Treat every customer you meet with honesty and respect. Customer courtesy and respect is not a goal — it is an imperative. Product knowledge is another essential, and it is imparted to dealership personnel through self-educating training materials which supplement formal product training and driving sessions. Service personnel, too, are trained, not just to provide the technical answer to a problem, but to respond personally to every owner.

That’s the Chrysler culture: innovative ways to research, create, test and build world-class cars and trucks — and improved ways to provide world-class treatment of the people who buy them.