Great cars have always shared certain abiding characteristics: tasteful design; elegant amenities; masterful engineering; impeccable road manners, and the passion of their creators...attributes embraced by this family of 1999 Chryslers. The tastefully designed Concorde is the latest sculpted evolution of the original Concorde's acclaimed cab-forward architecture—the same revolutionary form adapted to Cirrus, a more compact, more affordable sedan, yet every premium inch a Chrysler. The elegantly appointed Chrysler LHS is manifestly the most elegant Chrysler ever to speak in the unpretentious voice of sheer luxury. The masterfully engineered Town & Country has been garnering accolades for improved engineering since it introduced luxury to the minivan class nearly a decade ago. And Sebring (the convertible engineered to be a convertible) offers more than enough room and style to be anyone's year-round primary car. The roadworthy pedigree of the impeccably mannered 300M thunders back to the tabloid 300 letter series of the '50s and '60s. And the road-running audacity of the spirited Sebring Coupe belies an engineering triumph of interior volume over exterior dimension. The 1999 Chryslers...passionately conceived to overtake the ordinary. Designed, appointed, perfected, road-proven. Engineered to be Great Cars.
THE SOUL LIVES ON, EVEN THOUGH

THE TECHNOLOGY has dramatically improved after 44 years. Presenting the 1999 Chrysler 300M. This is the most sophisticated sport sedan we've ever engineered — and a cutting-edge contemporary successor to the brute force legacy established by our fabled letter series 300s of the mid-century. Now, as the millennium nears, Chrysler design and engineering excellence provides a modern interpretation of these classics for today's more demanding driving enthusiasts.

When Chrysler dared to introduce the first 300, America's then-most-powerful production car, it was named after a robust, 300 horsepower Mopar® engine that in other coachwork had raced successfully at the Carrera PanAmericana and the 24 Hours of LeMans. Those 300s then took to the speedways and bullring of NASCAR with great results. In the following decade, 300 designers dared to be different with grand-touring styling, taut suspensions and four-speed manuals — a framework of performance that was filled to overflowing with luxuries befuddling the advanced mechanics. Enter now the most sophisticated Chrysler sedan, ever. The 1999 300M. Who dares wins.

Tight suspension tweaks in the available Performance Handling Group package boost 300M's cornering power to the max. Bright, 16-inch cast aluminum wheels emphasize raciness.

Four-wheel discs help reduce fade and the antilock brake system helps 300M steer through slick weather emergencies.

AutoStick® provides the option of clutchlessly selecting all gear changes — or cruising effortlessly via a super-smart four-speed automatic with overdrive.

This all-aluminum, 5.2L 24-valve 3.5-liter High Output V6 gets 100,000 miles between tune-ups* and produces 253 horsepower at 6,400 rpm.

* Mileage varies depending on vehicle use and driving conditions. See Dealer's Manual for details.

When using regular unleaded fuel, this engine will operate with gasoline with 87 octane or regular unleaded fuel.

Chrysler 300M in Deep Slate Pearl Coat
ELEGANT CARS THAT CARRIED BIG STICKS is the way the original Chrysler 300s are remembered. This elegance is multiplied with the 300M, where the added luxury of 106.1 cubic feet of spacious interior volume, unimaginable by earlier people-packaging limitations, is matched only by the hushed-but-thrusty passage of 300M across the two-lane blacktops you’ll find yourself driving for the sheer exhilaration they provide.

Here is total interior accommodation in an integrated environment. Basic, easily memorized shapes and soft-touch surfaces convey quality with an overriding impression of handcrafting. Leather trim is standard, of course.

SELECT STANDARD FEATURES
- Low-Speed Traction Control
- Fully Independent suspension
- Quad-halogen headlamps
- Electronic speed control
- Solar-control glass
- Preset seats/steering memory for two drivers
- Height-adjustable steering column
- CFC-free air conditioning with automatic temperature control
- Vehicle Theft Security System monitors doors, trunk, key cylinders
- Heated, eight-way power front seating
- Huge, 16.6 cubic feet cargo capacity
- Trunk cargo net

Gauges' black graphics and creamy white faces are reminiscent of handcrafted, Swiss-made watches.

Available Infinity Hi Spatial Imaging Sound System™ has 220 watts, with 11 speakers in nine locations.

Convenient central overhead console has dual map lamps, compass, outside temperature, trip computer, and HandsLink® Universal Transmitter.

Beautifully handcrafted leather trim provides rich contrast with 300M's nicely simulated burl wood.
THE MOST DISTINCTIVE AND BEST-BRED LUXURY CHRYSLER EVER. The all-new 1999 Chrysler LHS is the embodiment of everything we’ve learned about the art and science of engineering great cars. One look will tell you that we’ve devoted quite a bit of attention to the concept of luxury. We’ve carefully analyzed the subtleties of elegance, comfort and performance to establish a blueprint for the sum and substance of LHS’ premium driving experience. The result is an American luxury sedan of the highest caliber, shaped by the eyes of artists, but crafted under the expert scrutiny of engineers.

High-performance four-wheel disc antilock brake system provides positive, consistent pedal feel, plus increased fade resistance.

A refined rear-suspension aluminum crossmember produces a low-noise path transmission for a very quiet passenger compartment.

Designed with advanced computers, LHS’ Unibody shell provides 37 percent greater torsional rigidity and 46 percent greater bending stiffness than prior models.

Wide open and roomy. 18.7 cubic-foot trunk features specially designed hinges and props to prevent intrusion on luggage capacity when closed.

Elegant styling is right before your eyes in the sophisticated LHS instrumentation.
CAB-FORWARD ROOMINESS WITH AN AMBIENCE OF ELEGANCE. From the meticulously finished instrument panel to the rich, supple, leather-trimmed seating, you'll see that Chrysler LHS' interior elevates the science of automotive ergonomics to an art form. The exclusive cabin calls to mind the days of fine custom bodies—not production vehicles. Within the spacious and quiet 107.3 cubic-foot environment, rich appointments such as woodgrain accents, chrome and soft-touch surfaces lend an air of refined luxury. The detailed stitching of the heated, eight-way power driver and front-passenger seats makes them look handmade. And a personalized memory system recalls the seat positions, outside mirror settings, even radio station presets for two drivers.

SELECT STANDARD FEATURES
- Low-Speed Traction Control
- Variable-assist speed-sensitive power steering
- Smooth four-speed electronically controlled automatic transaxle
- Remote keyless entry
- New battery-saver feature
- New rear window integrated radio antenna
- Available power moonroof with expression open feature
- Air conditioning with automatic temperature control
- Trunk cargo net
- Rear armrest with storage and dual cup holders
- Power door locks, windows and trunk release

All controls and instrumentation are designed to minimize distraction while promoting an easy interactive relationship between car and driver.

Sentry Key™ Engine Immobilizer offers additional protection against theft.

Overhead console contains: map lamps, compass, outside temperature, trip computer, and Homelink™ Universal Transmitter.

An available 320-watt Chrysler/Infinity Spatial Imaging™ sound system, specifically designed for the acoustics of the interior, fills the cabin's silence with breathtaking presence.

Trunk pass-through easily allows long objects to extend from the trunk into the passenger compartment. Properly secure cargo before transporting.
ALLURING OUTSIDE AND SPACIOUS

INSIDE, Agile afoot and powerfully efficient. In a word, sophisticated…a careful blending of looks and legacy that combines sleek expressive styling with a heritage of innovative engineering. The result is Concorde, the next generation of Chrysler's acclaimed cab-forward design. The evolution of that design gives Concorde its stunning looks, a silhouette sensuously styled in a single, continuous, sculptured line. But it is the legacy of Chrysler engineering that provides Concorde-on-the-road with its zest and agility, behaving for all the world like a spirited coupé. Tasteful design. Practical engineering. Refined.

The 3.7-liter 24-valve V6 with dual overhead cams, standard on Concorde LX, delivers 200 horsepower.

Concorde LXi has a 3.2-liter 24-valve V6 that generates 235 hp. Both engines feature knock-free design and 160,000-mile spark plugs.

Optic-free lenses and high-powered reflectors contribute to Concorde's world-class halogen illumination.

Concorde LXi's Low-Speed Traction Control (functioning at speeds up to 35 mph) and antilock brakes improve driver control. Concorde's suspension is fully independent, its handling response refined by computer modeling.

Concorde LXi in Champagne Pearl Coat

Chrysler Concorde
"Best Premium Midsize Car in Initial Quality"
—J.D. Power and Associates*
CONCORDE COMES WITH A WHOLE LOT OF COMFORT. And much of it is standard, including: air conditioning, keyless entry, illuminated visor vanity mirrors, electronic speed control, power exterior mirrors, power windows with driver's one-touch-down feature, and speed-sensitive power door locks. The luxury of a five-passenger leather-trimmed interior, with eight-way power front bucket seats and leather-wrapped steering wheel and shift knob, is included on Concorde LX, along with automatic temperature control to ensure an ideal all-weather comfort level. Unique interior color tones, marked by a dark upper area over a light lower, richly enhance Concorde's feeling of spaciousness. Woodgrained accents provide a warm welcome. Six-passenger seating is available with the addition of a 50/50 split-bench front seat.

Select Standard Features:
- Two-speed windshield wipers with speed-sensitive variable intermittent mode
- Solar-control glass
- Remote keyless entry
- Fully independent touring suspension
- Power trunk lid release
- Trunk cargo net

LX Adds:
- Leather-trimmed seating with 8-way power front seats
- Automatic temperature control
- 3.2-liter 24-valve V6 engine
- Vehicle Theft Security System with Sentry Key® Engine Immobilizer
- Four-wheel disc anti-lock brakes and Low-Speed Traction Control
- 15” aluminum wheels
- Overhead console with trip computer and HomeLink® Universal Transmitter

LX's standard overhead console, with map lamps, compass, temperature and trip computer functions, is also available on Concorde LX.

Trunk pass-through, built into the center of the rear seatback, provides access to the massive 18.7-cubic-foot trunk. Fold-down armrest has storage space and two cup holders. Property secure all long before transporting.

The soft-touch urethane surface of the upper instrument panel is an industry first. Courtesy lamps feature automatic theater-style dimming.
FULLY LOADED LUXURY. It's obvious once you sit in a Cirrus that it is every inch a Chrysler.

From the feel of the luxurious no-extra-cost leather-trimmed seats, to the eye-catching style and roominess of its cab-forward design, to the green-light go power of its spirited 2.5-liter V6.*

It's clear that Cirrus has benefited from 75 years of Chrysler engineering heritage. Best of all, Cirrus offers many luxury-car features, including integrated fog lamps, antilock brakes, air conditioning, heated power exterior mirrors and chrome wheel covers as standard equipment. It's Chrysler's way of saying that extras shouldn't cost extra.

Chrysler Cirrus
"Best Entry Midsized Car in Initial Quality"
— J.D. Power and Associates

The spacious, elegantly outfitted Cirrus LXi interior affords the driver control and comfort within easy reach. A six-speaker system outputs dramatic sound.

No-extra-cost leather-trimmed interior adds luxury and a touch of elegance to Cirrus LXi's spacious 99.0 cubic-feet of cabin space.

*Built by Mitsubishi Motors Corporation

† The Chrysler Cirrus was the highest rated entry midsize car in the J.D. Power and Associates 1999 Initial Quality Study. Study based on a total of 178,177 consumer responses indicating issues reported problems during the first 90 days of ownership.
Sebring Convertible provides year-round freedom of movement (not to mention freedom from the routine).

Sebring is designed to perform admirably in any season ... and more smoothly than the convertibles you may remember. That's because Sebring's body rests on rail-thru construction, engineered to quiet the ride and minimize interior noise and vibration. Standard is a 2.5-liter 24-valve V6 engine. The Limited's available AutoStick® shifter offers an even more fun-to-drive alternative, allowing the driver to effortlessly select gear changes or to cruise effortlessly via the four-speed automatic.

Sebring's double-insulated convertible top is designed to ensure year-round comfort.

For the second consecutive year, Sebring Convertible has won Strategic Vision's (1998 Total Quality Award) for "Best Ownership Experience"— convertibles under $30,000 (Co-winner for 1998).

Sebring Limited Convertible in Champagne Pearl Coat
SEBRING CONVERTIBLE

CAB-FORWARD ARCHITECTURE gives Sebring occupants something that’s missing in most convertibles: freedom from squeeze. Chrysler engineers maximized people space, especially for the couple in the rear seat. That added comfort is just a small part of this car’s inside story. J66’s six-way power driver’s seat is leather-trimmed, and integral front-seat shoulder belts on all models adjust automatically to the best position for your height. Top-down cruising doesn’t diminish the pure sounds produced by the 150 watts of power delivered through the available Infinity® Sound System’s six speakers. And the environment that keeps those sounds listenable was engineered quiet. A rigid body structure and extensive use of baffles, silencers and dampeners has produced a rarity of the road: a quiet convertible.

SELECT STANDARD FEATURES
- Power convertible top
- Air conditioning
- Color-keyed convertible boot
- Remote power trunk release
- Six-way power driver’s seat
- Power heated exterior mirrors
- Illuminated entry
- Electronic speed control
- Speed-sensitive power steering
- Glass rear window with electric defroster
- Anti-lock brakes
- Remote keyless entry system with panic alarm and trunk release

J66 ADDS
- Leather-trimmed seating
- Traveler’s display

Instruments are ergonomically correct. Electronic speed control? Right under your thumb.

Sebring’s Top-Down Audio Equalization System maintains sound quality for a proper listening level on the road and is part of the available Infinity® Sound System with premium AM stereo/FM stereo radio and cassette/CD combo. Also available for dealer installation is a separate Megar dash-mounted six-disc CD changer with faceplate controls (Factory installation available on Sebring Limited).

*Some AM/FM stations broadcasting may not be compatible with this radio.
THE TRIUMPH OF SEBRING goes well beyond its stylishly sporty appearance. Sebring is also an engineering triumph...of interior volume over exterior dimension. Those you pass by may see only a sport coupe that flashes a sleekly compact and smartly sculpted exterior, unaware of the 91.1 cubic feet of expansive comfort inside. Nor can the admiring observer feel the thrust of Sebring LXI's technically precise 2.5-liter, single overhead cam V6. The feel of that power extends to a feel for the road, solidly supported by a fully independent, double-wishbone suspension that anchors treads and controls body sway. Sebring is the engineering triumph that meshes the on-coupe-like ability to stretch out with the on-road agility to move out.

*Built by Mitsubishi Motors Corporation.
TOWN & COUNTRY LIMITED

TOWN & COUNTRY MEETS EVERY EXPECTATION of what a minivan should be: quality engineering with comfort, room and versatility. And Town & Country Limited imposes no limits at all on those expectations. Limited is the ultimate Town & Country, replete with an array of luxury features and appointments, safety and leading-edge technological innovation. The Chrysler heritage of continuous refinement has imbued Limited with excellent manners (a 3.8-liter V6 and effortless handling) as well as a luxury-car décor (Preferred Suede® leather-trimmed appointments on seven-passenger seating). Uncompromised luxury and performance.

Dual Zone Temperature Control offers separate air and heating temperature regulation for both front passengers.

With the available Trailer Tow Pkg Group and the standard 3.8-liter V6, Limited can tow up to 3,500 pounds.

Limited'sPreferred Suede® appointments complement the glove-soft leather-trimmed seven-passenger seating. Small items can be neatly contained in new front-seat cargo net.

Eight-way power front seats, with driver-side memory, are leather trimmed and comfortably heated. Radio controls are on the underside of steering wheel.

Medallion chrome cap aluminum 16-inch wheel adds to Limited's luxury look.

Town & Country Limited in Champagne Pearl Coat
LUXURY THAT SPEAKS IN AN UNPRETENTIOUS VOICE. Combining expressive styling, choice performance and a generously appointed, distinctively spacious cabin, Chrysler Town & Country LXi is a minivan of sophistication, engineering excellence and premium comfort. Motor not only in style, but in confidence with LXi’s powerful 3.8-liter V6 engine and available load-leveling suspension system. Bask in the comfort of LXi’s eight-way power driver (with memory) and front passenger seats and front/rear air conditioning. And whether your gateway plans include just one special someone or an entire clan, accessibility will never be a problem because LXi — like every Town & Country model — features seating to accommodate a crowd and a standard driver-side sliding door to access it.

For three consecutive years, Town & Country has been named:
- An Automobile Magazine All-Star winner

SELECT STANDARD FEATURES
- Easy Out Roller Seats® (bench seats only)
- Four-wheel antilock brakes
- Four-speed electronic automatic transaxle
- Child-protection sliding door locks
- Comfort- fit Seat Belt System™ on outboard front and intermediate seats
- Power windows, rear vents and door locks
- Steering wheel radio controls
- Fog lamps
- Remote keyless entry with panic button
- Quad headlamps
- Next Generation driver and front-passenger air bags. Certified to Federal F/O regulation that allows less favorable air bags. Always use seat belts. Refer to your manual for detailed instructions.

Available Integrated Child Seat helps keep your young passenger safe and secure. For children of at least one year old weighing at least 20 lbs. (9 kg) and up to 40 inches in height/length, through the back seat of your vehicle. Always use seat belts. Refer to your manual for detailed instructions.

Town & Country LXi in Forest Green Pearl Coat

Elegant and comfortable Wooder leather-trimmed seating and Quad-Command convenience is included on Town & Country LXi.

Up to 14 cup and juice box holders in Town & Country can accommodate many shapes. A lockable drawer beneath the front passenger seat (on SX and LX models) provides a handy storage area.

30,000 miles (50,000 km) of scheduled maintenance is included on Town & Country LXi.
TOWN & COUNTRY LX AND SX

TOWN & COUNTRY LX is the definitive minivan for drivers who prefer to choose their own blend of refinements. Furnished with the expected standard features, the long-wheelbase LX offers a diversity of options for individual personalization. The short-wheelbase Town & Country SX is designed for owners who choose space efficiency and enhanced agility. All-wheel drive, (right) provides directional stability and confident steering in inclement driving conditions, and is available on all long-wheelbase Town & Country models. A unique viscous coupling applies power to the front or rear wheels, depending on where it is needed most.

CUSTOMER ONE CARE™

At Chrysler Corporation, our commitment to complete customer satisfaction is evident in every car and minivan we sell. Long after a vehicle is driven away from the showroom, we will be there to ensure that our customers remain pleased with every new-vehicle purchase. To prove this commitment, all Chrysler Corporation vehicles are covered by the 3/36 Chrysler One Care Plan®, which includes a 3-year/36,000-mile (whichever comes first) Bumper-to-Bumper Limited Warranty and Roadside Assistance for 3 years or 36,000 miles. Roadside Assistance provides 24-hour, 7-day-a-week Emergency Road Service, contacted by a nationwide toll-free number. A 5-year or 100,000-mile Outer-Panoramic Rust-Through Limited Warranty covers the cost of all parts and labor needed to repair exterior steel metal panels perforated by corrosion. The 3/36 Chrysler One Care Plan stays with the vehicle, transferring automatically to subsequent owners at no cost during the warranty period.

LEASING

Leasing is a popular way to finance a new vehicle and Chrysler Financial's Gold Key Lease has the flexibility to fit your vehicle choice and your lifestyle. Lease payments are typically lower and for a shorter term than conventional financing. At lease end, you can: 1) turn the vehicle in and lease a new one; 2) buy the vehicle and keep it; 3) buy the vehicle and sell it for a possible profit. If the idea of driving the vehicle you want and paying less for it sounds great, ask about Gold Key Lease. Gold Key Plus is a great leasing option for customers who want low lease payments and pride of vehicle ownership—Gold Key Plus offers both. Decide how long the vehicle will be driven and the trade-in value is guaranteed (less excess mileage and wear and tear). Ask your dealer for complete details. Commercial Finance Options (CFO) offers several finance and lease options to small and midsize businesses, municipalities, and small fleet operators. A full range of automotive financing is available through Chrysler Financial, providing flexible payment plans and finance products for qualified buyers. Many of these plans can be customized to fit your particular budget and make your new vehicle even more affordable. The College Graduate Program is especially attractive to those just beginning their careers. Ask your salesperson for details about any of the above plans. Chrysler Financial's programs are subject to availability and state and local laws.

FOR MORE INFORMATION ON PRODUCTS OR LEASING: 1-800-CHRYSLER

www.chryslercars.com

Form No. 70-283-9331

9/98 (B3923) Litho in USA
AN APPEALING ARRAY OF CON-TEMPORARY COLORS has been selected to set off Chrysler's sophisticated family members. The full range of exterior paint colors is displayed here to guide your selection. Beware each of the color samples are the numerals, keyed to the color at right, that indicate which vehicles are available in that color. Interior fabrics and leathers, in a selection of compatible colors, can be seen at your Chrysler dealership. Your dealer can also provide an extensive lineup of Chrysler Accessories from Mopar that will add even more comfort and convenience to the models described in this brochure.

LEGEND:
1 - Chrysler 300M
2 - Chrysler LHS
3 - Concorde
4 - Cirrus LXi
5 - Sebring Convertible
6 - Sebring Coupe
7 - Town & Country

Legend at right, that indicate which vehicles are available in that color.

- Deep Cranberry Pearl Coat 1, 2, 3, 4, 5, 7
- Inferno Red Tri-Coat 4, 5
- Candy Apple Red Metallic 1, 2, 3, 4, 5
- Poppy Pearl Coat 1, 2, 3, 4, 5
- Cinnamon Glaze Metallic 1, 2
- Flame Red 5
- Caffe Latte 6
- Champagne Pearl Coat 1, 2, 3, 4, 5, 7
- Light Cypress Green Pearl Coat 1, 2, 3, 4, 5, 7
- Forest Green Pearl Coat 1, 2, 3, 4, 5, 7
- Palo Green Pearl Coat 1, 2, 3, 4, 5, 7
- Deep Amethyst Pearl Coat 1, 2, 3, 4, 5, 7
- Shark Blue Pearl Coat 1, 2, 3, 4, 5, 7
- Deep Slate Pearl Coat 1, 2, 3, 4, 5, 7
- Taupe Frost Pearl Coat 1, 2, 3, 4, 5, 7
- Bright Platinum Metallic 1, 2, 3, 4, 5, 7
- Silver Mist 1, 2, 3, 4, 5, 7
- Golden White Pearl Tri-Coat 1, 2, 3, 4, 5, 7
- Bright White 1, 2, 3, 4, 5, 7
- Stone White 1, 2, 3, 4, 5, 7
- Black 1, 2, 3, 4, 5, 7

If you would like to discuss vehicle details or pricing with a knowledgeable advisor before visiting your dealer, call 1-800-CHRYSLER or visit our Web site at www.chryslercars.com
1999 Chrysler

Built on the belief that while
all cars appeal to our practical side,
the great ones appeal
to a more passionate side.

CHRYSLER

ENGINEERED TO BE GREAT CARS