

'92 APR -1 P12:04

*Beltz*

Margie Scudder

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APR 6 1992

March 27, 1992

D. E. Dawkins

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(Zanovitz)  
MS  
4-2-92*

Mr. Lee Iaoccoca  
Chairman of the Board  
Chrysler Corporation  
Detroit, Michigan 48288

**B. BELTZ**

Dear Mr. Iaoccoca,

My name is Margie Scudder and I am writing regarding mini vans and American car manufacturers competitiveness compared to foreign auto manufacturers, in particular, the Japanese. My concern is that American car makers are not competitive to Japan in regard to safety standards and my question is. Why not?

This letter is not meant to come across as an indictment, but rather as a challenge to your company to encourage you to be the leader in offering the best cars available, not only nationwide, but worldwide.

My husband and I are in our early 30's and have four children. The youngest is only a few weeks old. We own a '88 Dodge Colt DL wagon and recently sold our '88 Dodge Premier sedan. We have literally grown out of our car and have been checking out mini vans as the logical next step for our growing family.

Herein lies our problem. We support American manufacturers and purchase products made in the USA whenever possible. We want to buy an American car, in fact, we are very impressed with the Dodge Caravan Town and Country! It is gorgeous! And, built in car seats -- what a revolutionary idea -- something parents can get very excited about! The problem, however, is that the only mini van built to meet auto safety standards is the 1992 Toyota Previa -- period. We have read numerous article concerning the safety hazards of the unregulated mini vans and had crossed them off our list of vehicles to look at. Then we heard that Toyota's van met auto safety requirements.

This will be our last family vehicle purchase for some time. We can't afford to buy a mini van now, then trade it in in a couple of years for an American van that meets safety standards. And, we can't afford to wait for the 1993 cars to come out, hoping for an American van meeting auto safety standards, because we now need six seat belts and have only five in our Dodge Colt.

A friend of ours got mad at us recently when we mentioned that we were seriously considering the Toyota Previa. We were told to Buy American! Mr. Iacocca, we want to buy American, however, we have to be concerned about the safety of our family -- and no American auto manufacturer currently offers mini vans that are as safe as automobiles. We feel that our backs are to the wall. We want to support American manufacturers, but can't, because they aren't being competitive.

And again, my question is: Why not? Why did the Japanese score such a great marketing coup over the U.S.? Why didn't Chrysler offer the first mini van built to auto safety standards? Even if it meant additional cost and less profit to you initially, it would have given you great return on your investment in American consumer support toward your products.

In a day when American workers are being criticized as lazy by Japan and we are being encouraged from all sides to "Buy American!", why do I feel that we are getting the short end of the deal?

You have a customer, Mr. Iacocca, that likes your product, wants your product and needs your product. The problem is -- we can't buy your product because it is not competitive in regard to recognized auto safety standards. The problem is not our fault, but yours, yet we pay the price and have to look to Japanese products instead of being able to support America.

I have seen Chrysler's latest commercial in which you state that in your business you have to "Lead, follow or get out of the way!" I want American auto manufacturers to lead foreign competitors in all aspects and I encourage you to build Chrysler mini vans to meet auto safety standards. And not simply when the government requires you to, but before, because its the right thing to do for you and your customers.

I want to applaud you on all the advances you have made in Chrysler vehicles. You have really helped to turn American car manufacturers around and not only up to par with the Japanese, but excelling them in many areas! Congratulations! Thank you for taking time to read this lengthy letter and we pray for Chryslers continued success!

With Best Regards,



Margie Scudder

103 Grayland Hills Court, Lawrenceville, Georgia 30245

Telephone: 404.339.6941

Fax: 404.339.7070

19 Harding Road  
Needham, MA 02192  
October 12, 1992

*Boltz*

Mr. Lee A. Iacocca  
Chairman and CEO  
Chrysler Corporation  
12000 Chrysler Drive  
Highland Park, MI 48288

*DED*  
*Pls. Respond.*

Dear Mr. Iacocca,

Last Saturday I ordered a new Toyota Previa, and will be trading in the 1987 Voyager I've been very happy with since I bought it in 1987. Why did I leave Chrysler when I've been so happy with my Voyager?

The reason I went with the Toyota is because it meets car safety requirements and your car does not. I was particularly concerned by your lack of head cushions or restraints for back seat passengers. My oldest is now 5 and he likes the far back seat. He could be badly injured in the new Voyager in the event we are hit from the rear. I'm also very happy my Toyota will also have roll over and side protection as well.

I wanted to buy a new Chrysler mini-van and am very disappointed your cars have fallen so far behind Toyota. I understand you make a profit of about \$5,000. per car. Why couldn't you have brought it up to car safety standards ahead of Toyota? The Chrysler is superior to the Toyota in almost every way except for safety, the one area I will not compromise.

I'm disappointed no mini-van maker yet has dual air bags and also meets car safety standards. If one existed I would have bought it.

In 5 to 10 years when I'll be looking to trade in my Previa (cost \$27,700) I hope your cars can meet car safety standards and have dual air bags because those requirements will be my minimum standards for a new car at that time.

By the way, your belly aching about Toyota dumping its mini-vans is totally out to lunch. Why don't you spend your time and energy making a better, safer car? I'm sure I paid a lot more than I should have because of your silly dumping claims.

Sincerely

*Sheridan F. Carey*  
Sheridan F. Carey

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D. E. Dawkins

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R. R. BOLTZ

10/11/92 P2:26

'92 MAY 22 P2:05

OFFICE OF THE CHAIRMAN

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*Brett*

1992

BOLTZ

*DE Dawkins*

Chrysler Corporation  
Lee Iacocca  
12000 Chrysler Drive  
Highland Park, MI 48288-0857

*Ms. Myford*

*MS 5-26*

Dear Mr. Iacocca,

We currently own a 1988 Plymouth Voyager. This fall we will be looking for a new minivan or Jeep. It has been brought to my attention by the Pinellas County School Board, that these vehicles are not considered safe enough to transport children in during school related activities. The school board follows the recommendations of the U.S. Department of Highway Transportation and Safety. They say that they do not meet the safety requirements set for passenger cars. Apparently minivans have a different set of safety requirements. The only minivan that meets the passenger car safety standards is the 1992 Toyota Previa.

My questions to you are:

- Do your Jeeps meet passenger car safety requirements?
- Why don't your minivans meet these requirements?
- Why did the Japanese beat you in meeting these safety requirements?

We are true believers in buying American, but we feel cheated when it comes to safety in our American made minivan. Apparently the Japanese are paying attention to what is important to the American consumer.

I appreciate your time and attention to this letter and look forward to hearing your answers to the above questions.

Sincerely,

Valerie Hughes  
2932 Windridge Oaks Dr.  
Palm Harbor, FL 34684

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MAY 28 1992

D. E. Dawkins

*4/27/92*

*10-21*  
*2*  
*2*  
*Put your ad in*  
*K*  
*B. Moon*

Mavis Moon  
6443 Menlo Drive  
San Jose, CA 95120

Mr. Lee Iacocca  
1200 Chrysler Drive  
Highland Park, MI 48288

October 7, 1991

*Bill Little -*  
*pls. respond*  
*MB*  
*10-17*

Dear Mr. Iacocca:

After reading the article, "How Secret Settlements Endanger You," from the 10/15/91 Woman's Day (copy enclosed, note especially p. 36, section entitled "Automobile seat belts"), I thought of your commercial about Chrysler putting air bags into mini-vans and I began to doubt the credibility of not only your statements made in that ad but in all Chrysler ads.

Would you like to know why? In your t.v. ad, you say that you put air bags into mini-vans even though the law does not require it because you are so concerned for safety. Well, I find that hard to believe when you do not provide combination shoulder-harness and lap seat belts in your mini-vans. We own a 1989 Plymouth Voyager and it has only lap belts in the back--where the children sit!! (See also enclosed picture of my 3 children: Cori, 10; Luke, 8; and Zachary, 3.) How concerned for safety can you really be when, knowing the risks, you do not address it...especially when the risk involves children?

Mr. Iacocca, I do not know all the laws. I was told, though, that manufacturers of mini-vans do not have to follow all the safety measures applicable to passenger cars because mini-vans are not classified as passenger cars. Is that true? Even if the law does not require it, don't you think you should put the combination belts in the back seats just because of your claimed concern for safety?

I love driving our family in our mini-van. We all fit comfortably and it is a pleasure to drive. But I hate to think that there is a hidden menace to my children as we drive happily along. Is there anything you can do?

Sincerely,

*Mavis Moon*

Mavis Moon

*10-17*

STEVEN A. HARRIS

ATTORNEY AT LAW

222 U.S. HIGHWAY ONE

P.O. BOX 4015

TEQUESTA, FLORIDA 33469

TELEPHONE:  
(407) 575-9955

MEMBER:  
FLORIDA BAR- NEW YORK BAR

June 10, 1991

Mr. Lee Iacocca  
President  
Chrysler Corporation  
1200 Chrysler Drive  
Highland Park, MI 48203

RE: Chrysler minivans

Dear Mr. Iacocca:

My wife and I have been considering the purchase of a minivan for some time and were impressed that Chrysler was safety conscious enough to include a driver's side airbag. However, other facts about minivans have convinced us to wait before making such a purchase.

The reasons are quite simple: Chrysler, along with the other minivan producers, have refused to voluntarily comply with the safety standards for passenger cars. I further understand that the auto makers are fighting passage in Congress of a bill to place minivans in the same category as passenger cars.

You are fully aware of the extra safety features required in cars. So, I ask you, instead of advertising your one air bag, why doesn't Chrysler take the lead and comply with the automobile safety standards. Don't my children and wife deserve the safest minivan than can be produced, one that complies with the passenger car safety standards?

Sincerely,

  
Steven A. Harris

SAH/ws

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August 1, 1991

Mr. Ronald S. Zarowitz, Manager  
Chrysler Car and Truck Safety  
12000 Chrysler Drive  
Highland Park, Michigan 48288-1919  
CIMS 415-03-21

Dear Mr. Zarowitz:

I read with interest an article in Status Report, a publication put out by the Insurance Institute for Highway Safety, June 15, 1991 (Vol. 26, No. 26), regarding your built-in child seats in your minivans. Interestingly, in the same day's mail, I received the free consumer information provided by the Center for Auto Safety concerning minivans' lack of side reinforcement, roof reinforcement and passive restraints. I may be wrong, but my understanding is that this arises from the fact that minivans and light trucks are not required to comply with certain passenger safety requirements because they are considered "multi-use vehicles." I found it ironic that these regulations need not be complied with in vehicles you are obviously marketing to families, and including such things as built-in child seats. Many of the people I work with were interested in this information because, as you well know, minivans are very popular these days. Do you have any information concerning your company's products' compliance with passenger safety requirements? I would be very interested in knowing these, as we own a Jeep Cherokee and are having to consider selling it in favor of a station wagon (which I have no doubt will be a Volvo).

Sincerely yours,

  
JoJene E. Mills  
54 West Verde Lane  
Tempe, Arizona 85284

JEM/jmd

602-831-6028  
285-4427