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T. G. DENOMME

May 23, 1991

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Attached is for your information.



TGD:bw
Attachment

SH00621

FILE MEMO

DIRECTION ESTABLISHED AT
MAY 20, 1991 CORPORATE EXECUTIVE COMMITTEE

Ron Boltz presented a paper on Safety Leadership. The paper contained a summary of available safety research related to corporate image, impact on purchase decisions for both loyal and conquest buyers, and Chrysler versus competitive safety measures. Based on a review of the research and subsequent Committee discussion, it was agreed to:

1. Continue to aggressively market safety in both our corporate and product advertising.
2. Use safety as part of value-oriented direct competitive comparison advertising (head-to-head feature/price versus competition).
3. Build upon our present equity in safety leadership by introducing high visibility/high customer value safety features up to one year earlier than the timing mandated by federal law, providing such acceleration makes good business sense.

Corporate Staff Group
May 22, 1991