

Mr. Barry Boyd  
2830 Gateshead Drive  
Winston-Salem, NC 27106  
November 17, 1993

Mr. Robert Eaton  
CEO  
Mr. Robert Lutz  
President  
Chrysler Corporation  
P.O. Box 302  
Center Line, MI 48015-9302

Dear Mr. Lutz and Mr. Eaton:

I am writing you as an extremely unhappy Chrysler Town and Country Minivan owner. My wife and I purchased your product this past Spring after an exhaustive search of the minivan options. We made this purchase decision because we felt your van was the safest choice for transporting 3 small children and we wanted to support an innovative American company.

Today, our attitude toward Chrysler and your products has changed drastically. Our problems fall into 3 separate categories.

Problem #1 (and most important)

Your product failed us! My wife was struck from the side in a collision on 9/1/93, the van spun around and the entire rear (3rd) seat flew out the rear door which sprang open. My son was strapped in the middle seat belt and landed along with the seat in the middle of the street. Fortunately for us (and you as well) the seat did not flip over, no oncoming car struck my son and Alex only sustained a few cuts and bruises. Obviously, both mother and child were traumatized by the accident. Understandably, as I believe any mother would feel after an accident like this, my wife does not want to ever drive the van again. We find it totally unacceptable that when properly strapped into the seat, my son's life was placed at risk due to the product's failure.

Problem #2

Chrysler Unresponsiveness! I called your 800# the day after the accident to complain and heard nothing for some time. Only after browbeating your zone office did I get the attached terse letter. Subsequently, we ran up against a "brick wall" when trying to follow-up with your people. Only the dealer (Ilderton - High Point, NC) showed any customer sensitivity, at all, although he tended not to return calls also.

Eaton  
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Problem #3

Chrysler Customer Service Personnel Attitude! Your Customer Service people when we were able to connect with them, tended to be rude and unhelpful. One individual in particular, the Mr. Benes who wrote the letter was especially insensitive. He had great difficulty in understanding why she didn't simply "fix the van and drive it". Finally, he suggested to my wife that the best solution to her safety concerns was "not to pull out in front of people". I don't remember seeing this particular proviso in your safety focused advertising! Also, my wife called Mr. Benes' supervisor to complain and he didn't return her call.

After being "stonewalled" by Chrysler, I wrote a letter to both the local media and the North Carolina Attorney General's office. In turn, the NBC affiliate ran a three part segment on their 6:00 news which featured my wife's accident as well as similar incidents from Virginia and Pennsylvania. As a consumer marketer myself, I loathed resorting to this tactic but your company left us no other option.

The bottom line here is very simple. Your product failed the customer and we want you to either buy it back or make us whole. It appears that our loss via trading in the van or selling it for salvage will be a few thousand dollars.

I would appreciate a call in response from you. I can be reached at either 919-519-7067 (office) or 919-724-2203 (home).

Regards,

Barry Boyd

BB/nk

cc: Tony Fyfc - Charlotte Zone Office

PS: I am also writing to your Marketing officer, Mr. Ted Cunningham, (and General Manager of your minivan business unit, I believe). I plan to forward him a tape of the local TV piece on our accident, as well. Our next step is also to send the tape to the networks and the syndicated tabloid programs. Please understand that we would have done none of this if Chrysler had shown even a modicum of customer sensitivity.

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