



S A Torok
General Manager
Chrysler-Plymouth Division

October, 1993

TO: All CHRYSLER-PLYMOUTH DEALERS

With nearly four million units sold to date, Chrysler minivans are the world's best seller. Now we are proud to say that they're also the world's safest minivans.

To help you and your sales staff promote this important new fact, we're enclosing a Chrysler-Plymouth Minivan Safety Features Showroom Kit. It contains desk cards, window stickers, side-guard door beam static cling materials, product feature callouts, special 10th Anniversary stickers, and display instructions.

Marketing research shows that minivan prospects are highly educated and very concerned about safety. Your sales staff will find them particularly responsive to sales presentations that offer an explanation of vehicle safety features. Specifically, consumers should be aware that 1994 Chrysler-Plymouth minivans meet all established 1998 federal passenger car safety standards. Some other important items to mention include: dual air bags, available antilock brakes, optional reclining Integrated Child Safety Seats, and new high-strength steel side-door beams that meet federal dynamic side-impact protection requirements.

To coincide with the national advertising campaign that is now appearing, please arrange to have these safety materials displayed as soon as possible in your Minivan Store™. They'll be a valuable aid in communicating to customers that you have the world's safest minivan!

Cordially,

A handwritten signature in cursive script that reads "Steven Torok".