

1996 CHRYSLER FULL LINE



*Sebring Convertible • Sebring • Cirrus • Concorde • LHS • Town & Country*



*At Chrysler, design and engineering are as one. Neither can exist alone. Each affects the other. Together, their total exceeds the sum of their parts. One plus one equals more than two. Or in this case... six.*



*Clockwise from lower left:  
Chrysler LHS, Concorde LXi,  
Pentastar & Country LXi,  
Sebring LXi, Cirrus LXi,  
Sebring Convertible JXi.*

**CHRYSLER  
SEBRING  
CONVERTIBLE.  
FOR THE ROAD  
AND THE ROOM.**

Chrysler's applauded cab-forward design becomes a convertible. Engineered and built to be a convertible, not a chopped-

down coupe like so many of its competitors. Cab-forward design's wide doors provide easy access to the surprisingly roomy rear seats

that will delight your traveling companions. Sebring Convertible's body structure is amazingly rigid. Rail-through construction

eliminates the need for extra ribs and supports, reducing overall weight. And a modified double-

wishbone suspension allows ride characteristics to be tuned independently. They all contribute to a smooth ride and a

solid Euro feel. From its conception, Sebring Convertible was targeted at the best of the imports. Sebring is racy. Sebring is roomy. However

you go — open-air free or closed-car formal — you can take Sebring Convertible anywhere. And bring some friends.





**SEBRING  
CONVERTIBLE.**

The Sebring JXi model features a leather-trimmed interior with front bucket seats.



**CHRYSLER  
SEBRING.  
THE CURE FOR  
THE COMMON  
COUPE.**

Sebring was conceived, designed and engineered for the driving enthusiast. Available in two models: LX and the even

more luxurious LXi. Both with styling that is bold yet elegant. Standard on the LX is a 2.0-liter four-cylinder engine; the LXi has a 2.5-liter V6.\*

The response with either engine is strong and smooth. Like Sebring.

\*Built by Mitsubishi Motors Corporation.



Sebring's sporty cockpit-like cabin puts the driver in control. A leather-wrapped steering wheel, standard

on LXi, can be matched to the luxurious feel of available leather-trimmed front bucket seats.



**CHRYSLER  
CIRRUS. IT'S  
NOT JUST A STEP  
ABOVE. IT'S THE  
NEW PLATEAU.**

**C**irrus succeeds in fusing the appearance and feel of a sporty coupe with the cultivated amenities and comforting safety of

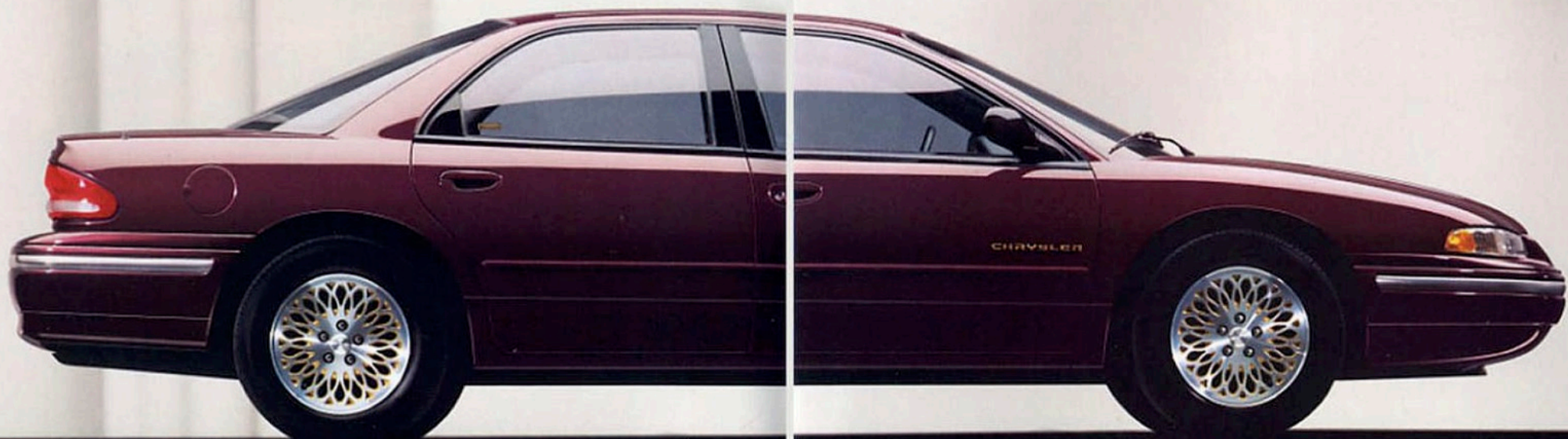
a sedan. It sets a whole new standard for the class. Cirrus is built around rail-through construction for exceptional torsional rigidity.

A major reason why Cirrus is so solid, sporty, safe and ever so quiet. Cirrus—a new generation of sports sedan.



**C**ab-forward design and a wider stance expand Cirrus' interior, creating an immense cabin area of nearly 96 cubic

feet. Not just room, but room that is luxuriously appointed in premium cloth or available leather trim.



**CHRYSLER  
CONCORDE.  
FIRST OF THE  
CAB-FORWARD  
SEDANS.**

Concorde was the first sedan to offer cab-forward, the design that changed the architecture of the automobile. New

refinements include color schemes, body-colored bumpers for a modern "monochromatic" look and steps taken to reduce wind and road noise.

Two models are now available: the affordable LX and the luxurious LXi. Both are spacious, stylish and safe.



Concorde's roomy interior has premium cloth seats with the LX and leather-faced seats with the LXi. Other standard Concorde features:

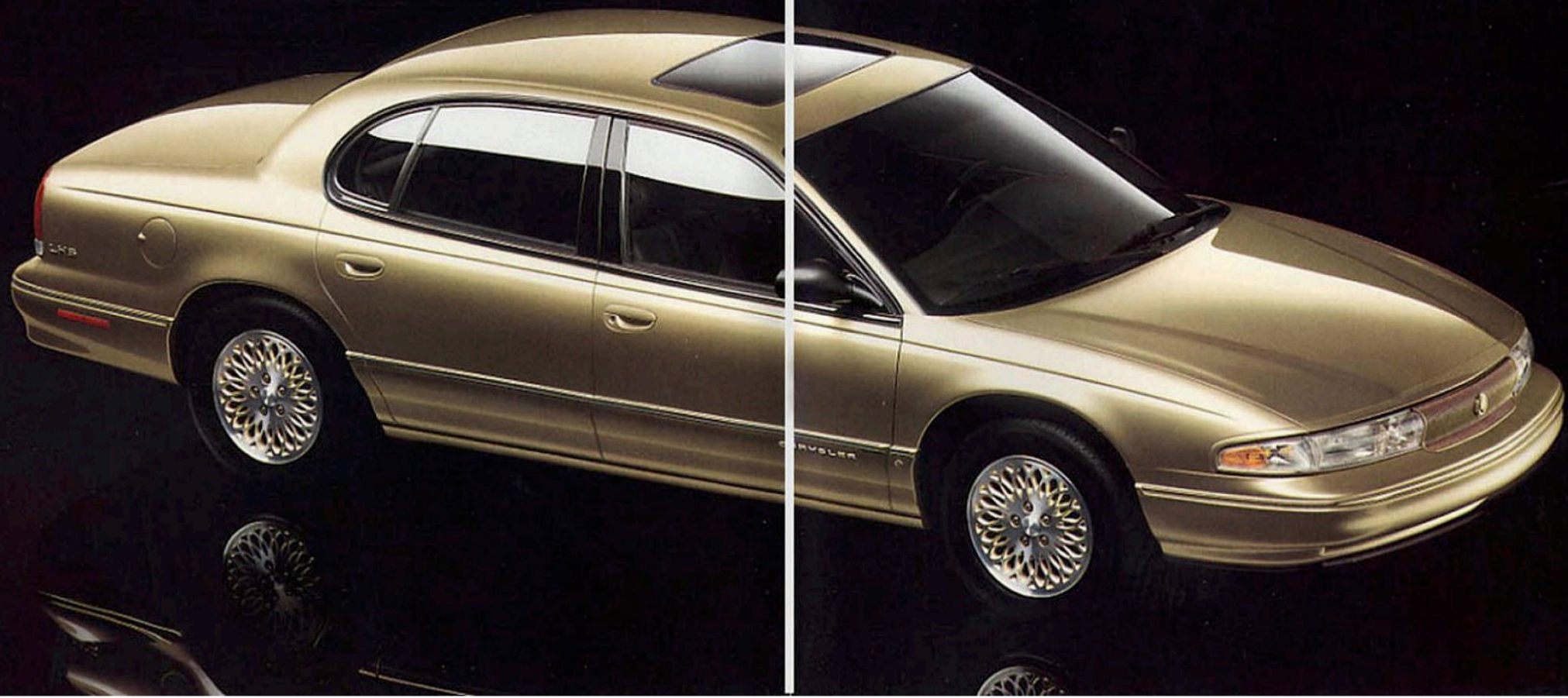
adjustable driver-side lumbar support, air conditioning, tilt steering wheel, power windows and door locks.

**CHRYSLER LHS.  
THE LUXURY OF  
PASSIONATE  
ENGINEERING.**

Design leadership and high performance are identifying hallmarks of the Chrysler LHS. Its virtues encompass

not only a cab-forward shape and a 24-valve 214-hp V6 engine ... but also include all facets of driving: luxury, comfort,

safety and roadability. The Chrysler LHS was designed from the ground up to let you enjoy the art of driving.



Interior design helps boost the LHS to the forefront of its class. Almost everything is standard, including eight-way

power adjustable leather-trimmed seats for total comfort and luxury.

**CHRYSLER TOWN  
& COUNTRY LXI.  
THE ULTIMATE.**

The comfort, conveniences and elegant touches of a luxury passenger car *and* minivan room and functionality — that's what puts the

"ultimate" in Town & Country LXI (shown). For luxury, consider the standard leather-trimmed interior and Dual Zone Temperature Control, allowing individual

temperature settings for the driver and front passenger. For a balance of luxury *and* value, choose the Town & Country model (not shown).



Functionally, this next generation of the minivan boasts a second, driver-side, sliding door and easy out roller bench seats.



**CHRYSLER TOWN  
& COUNTRY LX.  
NO SHORTAGE  
OF LUXURY  
APPOINTMENTS.**

The totally redesigned Town & Country line-up now offers three luxurious choices: The long wheelbase Town & Country and LXi (see previous page) and the shorter

wheelbase LX (shown here). Town & Country LX is more compact, but shares the luxury of its model mates.



The LX incorporates the functional utility, versatility, efficient



shape and luxury of the larger models in a more nimble package.

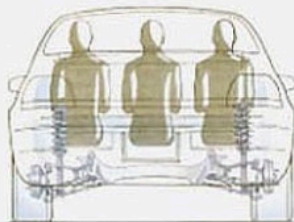
**ENGINEERING  
AND QUALITY.  
CAB-FORWARD  
AND MUCH  
MORE.**



Cab-forward design pays off not only in more interior room, but it also translates to a longer wheel-base for a smoother ride and wider rear door openings. The wider track contributes to stability and expands seat



width for more shoulder and hip room. Even trunk space is



increased. All Chrysler passenger cars have fully independent suspension systems to satisfy the driver's

demand for responsive handling and the passenger's desire for a smooth ride.

Some models offer available performance/touring suspensions that contribute to quick handling and a "sportier" feel for the road. Rail-through construction on Chrysler Cirrus produces

clean, crisp handling, helps eliminate body roll, and increases



body strength. A 3.5-liter 24-valve V6 engine — standard on the LHS and available on the Concorde — can outperform many V8s in its class. This longitudinally mounted engine turns out 214 horsepower at 5,850 rpm with 221 lb-ft of torque at 3,100 rpm. Teamed to this engine is a sophisticated four-speed automatic transaxle featuring

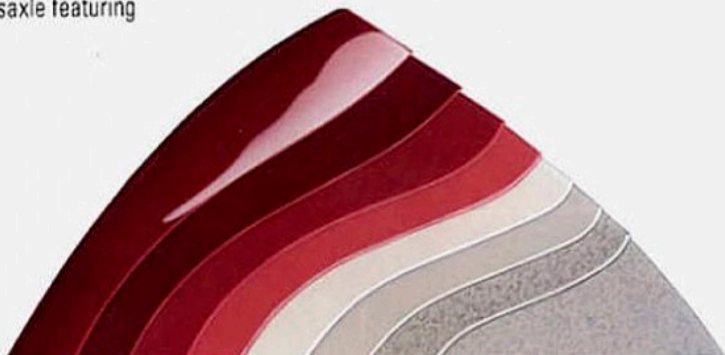
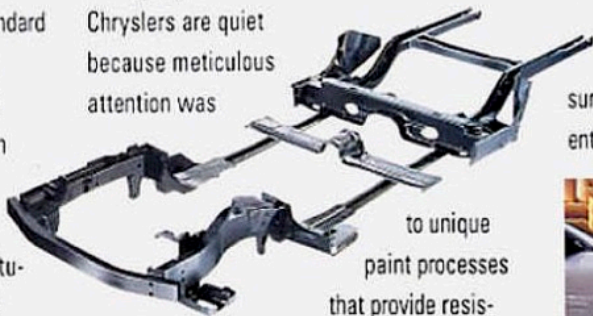
an economy over-drive fourth gear and a fully adaptive electronic control that "learns" your driving style. Chryslers are quiet because meticulous attention was

given to the design of sound deadening materials and systems. Computers analyze the shape and joining of components. And

all of our vehicles go through extensive sound chamber testing. They're well protected, too, from corrosion, thanks

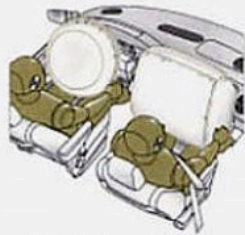
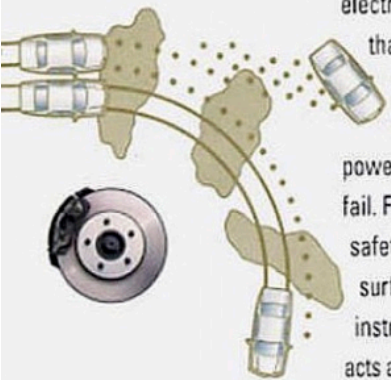
to unique paint processes that provide resistance to abrasion, weathering and chemicals. Chrysler's anticorrosion limited warranty covers corrosion perforation damage, for seven

years or 100,000 miles (see page 27). Chrysler vehicles also offer superior protection against stone damage, thanks in part to a special antichip primer/surfacer applied to the entire body surface.



**SAFETY. IT'S  
BUILT INTO  
EVERY  
CHRYSLER.**

Every '96 Chrysler offers the safety of standard driver and front-passenger air bags.\* Dual capacitors store an electrical charge that deploys the bags even if the vehicle's power system should fail. For additional safety, the lower surface of the instrument panel acts as a knee blocker.



This helps prevent passengers from sliding out from under the lap belts in the event of a collision while positioning occupants properly for the air bags. Other safety features include Chrysler's four-wheel antilock brake system that automatically

"pumps" the brakes 15 times per second to help prevent wheel lockup during emergency braking conditions. This helps a driver to maintain better steering control and improves stability and maneuverability in most weather conditions. The Integrated Child Safety Seat<sup>†</sup> available on Cirrus and Concorde, folds down from the middle



of the rear seat, a position that helps minimize the effects of a side-impact collision. The Town & Country offers a pair of available Integrated Child

Safety Seats with a toddler/booster seat built right into the middle bench seat. Both seats recline for greater comfort. Child protection rear-door locks have a selector lever on

each door that can be engaged to prevent that door from being opened from the inside. High-strength steel side-guard door beams help protect vehicle occupants during a side impact. They allow some Chrysler vehicles to meet all 1997



federal dynamic side-impact protection requirements. And crush zones at the front and rear of Chrysler's cab-forward designed cars are built to crumple and absorb energy during severe impacts.

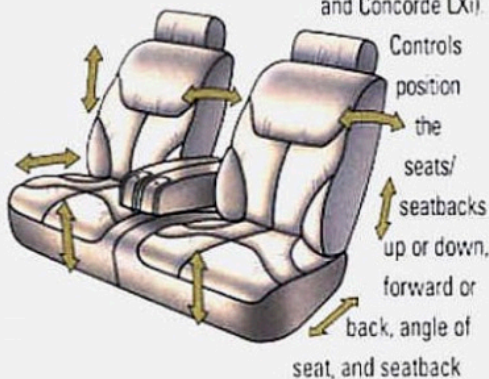
\*Always wear your seat belts.  
†Available with Quartz cloth only on Concorde. Not available with leather-trimmed seating, folding rear seatback or rear headrests on Cirrus.



## FEATURES AND OPTIONS. YOUR CHOICE.

Some of the items available include eight-way power adjustable seats for both driver and front passenger (standard on LHS and Town & Country LXi,

and Concorde LXi).



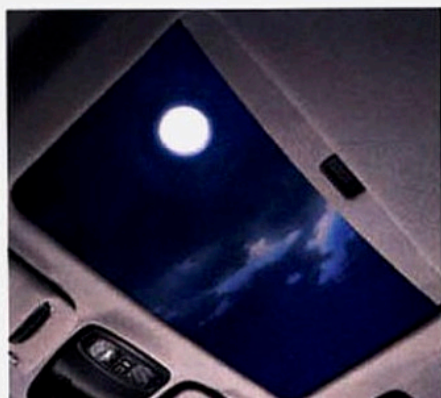
Controls position the seats/seatbacks up or down, forward or back, angle of seat, and seatback

recline position. Driver's seat only available on Cirrus. Depending on model selected, available premium sound systems include cassette, compact disc, and combination cassette/CD stereo radios. The Chrysler/Infinity Spatial Imaging™ sound system features 11 strategically located speakers in seven locations for a complete audio experience. For an



open-air experience, there is a power moonroof available on LHS. Sebring coupe, Concorde and Cirrus\*. Its reflective tinted glass blocks out ultraviolet light. The moonroof also has tilt-up and slide-open features and includes a sliding sunshade.

Infinity Spatial Imaging is a trademark of Infinity Systems, Inc.  
\*Late availability



## LEASING FOR TODAY'S LIFESTYLES

Leasing is now one of the most popular ways to obtain a new vehicle. Last year, one out of every five new vehicles delivered was leased rather than purchased. There is nothing confusing or complicated about leasing a vehicle at your Chrysler-Plymouth dealership. The process is just like buying and, in fact, many customers find it easier. Chrysler Corporation has a lease program to fit your vehicle choice and your busy lifestyle. This makes your Chrysler-Plymouth dealer your one-stop source for all your automotive needs.

### THE DIFFERENCE: LEASING VS. BUYING

#### LEASING

- Monthly payments are typically lower than finance payments of the same term.
- A lease is written for a fixed amount of time to closely match your vehicle trading cycle.
- You can be in a new vehicle every 24 months with a payment that is roughly the same per month as financing the same car for 48 months.
- You can drive a new car more often. And you can move up to a higher-priced vehicle with extra options.
- No worries about trading in or selling the vehicle yourself.
- Your lease may include a purchase option which gives you the chance to buy the vehicle at the end of the lease for a predetermined amount.

#### BUYING (FINANCING)

- Financing will help you buy a new vehicle when you can't afford the entire purchase price.
- By financing, you can reserve your own cash for investments.
- Financing gives you an ownership interest in your vehicle.
- Special APR financing can make this form of purchasing a new vehicle less expensive.
- Financing a vehicle can help you establish a good credit history.

**MOPAR. YOUR CHOICE FOR ACCESSORIES.**

No one but Mopar offers you more choices of accessories made exclusively for your new Chrysler. Removable Roof Rack installs and removes easily for total convenience. Unit is made of



Front-End Cover with Bug Screen helps protect your vehicle from damage caused by insects and road debris. Includes silver embroidered vehicle logo.

for dealer installation. Has easy-change magazine and six-disc storage.

Hitch-Mounted, Fold-Down Bike Carrier conveniently carries two bikes with center bar in vertical position.

rugged aluminum for durability and can be used with Mopar bike and ski carriers. Compact Disc Changer is available



Carrier mounts or dismounts quickly on a receiver-type hitch.



EVS II Security System features arm/disarm function with interior illumination, ignition-activated door locks, power trunk release, and "panic" alarm control capabilities.

|                              | LHS                 |   |   |   |   |
|------------------------------|---------------------|---|---|---|---|
|                              | CONCORDE            |   |   |   |   |
|                              | CIRRUS              |   |   |   |   |
|                              | SEBRING             |   |   |   |   |
|                              | SEBRING CONVERTIBLE |   |   |   |   |
|                              | TOWN & COUNTRY      |   |   |   |   |
| S = Standard • = Available   |                     |   |   |   |   |
| Bike Carrier                 | •                   | • | • | • | • |
| Bug Deflectors, Front        | •                   |   |   |   |   |
| Cargo Tray, Adjustable       | •                   | • | • | • | • |
| Cargo Tray, Molded           | •                   | • | • | • | • |
| Compact Disc Player/Changer  | •                   | • | • | • | • |
| Console, Premium Full Dash   | S                   |   |   |   |   |
| Covers, Car and Minivan      | •                   | • | • | • | • |
| Door Edge Guards             | •                   | • | • | • | • |
| Floor Mats, Carpet           | S                   | • | S | S | S |
| Floor Mats, Rubber           | •                   |   |   |   |   |
| Gas Caps, Locking            | •                   | • | • | • | • |
| Heater, Engine Block         | •                   | • | • | • | • |
| Hitch, Trailer               | •                   |   |   |   |   |
| Hoodcovers                   | •                   | • | • | • | • |
| Lights, Fog                  | S                   | S | S | S | S |
| Luggage Carrier, Vinyl       | •                   |   |   |   |   |
| Racks, Roof, Permanent       | S                   |   |   |   |   |
| Racks, Deck Lid              |                     | • | • | • |   |
| Racks, Roof, Removable       | S                   | • | • | • | • |
| Radios, Premium Cassette     | S                   | • | • | • | S |
| Running Boards               | •                   |   |   |   |   |
| Security System "VIN prints" | •                   | • | • | • | • |
| Security Systems, EVS II     | •                   | • | • | • | • |
| Ski Carrier                  | •                   | • | • | • | • |
| Speed Control                | S                   | S | S | S | S |
| Splash Guards                | •                   | S | • | S | • |
| Vent Visors                  | •                   |   |   |   |   |
| Wheel Locks                  | •                   | • | • | • | • |

**CustomerOne eCare**  
All Chryslers are covered by the 3/36 Customer One Care Plan,\* which includes:

**CustomerOne eCare** A 3-year or 36,000-mile (whichever comes first) Bumper-to-Bumper Limited Warranty which covers the complete vehicle against defects in factory-supplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings and normal maintenance items.)

**24-Hour Roadside Assistance** Roadside Assistance for 3 years or 36,000 miles providing 24-hour, 7-day-a-week Emergency Road Service, contacted by a 24-hour nationwide toll-free number. Roadside Assistance covers many items not included in the 3/36 warranty, such as lockout, jump start, out-of-gas, flat-tire repair and towing!

**7-year or 100,000-mile Limited Warranty** which covers the cost of all parts and labor needed to repair exterior sheet-metal panels perforated by corrosion. The 3/36 Customer One Care Plan stays with the vehicle, and transfers automatically to subsequent owners at no cost during the warranty period.

\*See your dealer for additional details and a copy of this limited warranty. Tires are covered by their own manufacturers' warranty. Roadside Assistance services are provided by Cross Country Motor Club, Inc. (in California, Cross Country Motor Club of California, Inc.)

Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and mileage combinations to meet your particular driving needs.

**CHRYSLER CREDIT** Chrysler Credit offers a broad range of automotive financing which provides flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and lifestyle. Our College Graduate Program is especially attractive if you're just beginning your career. Gold Key Lease is designed to lower your monthly payments while Gold Key Lease One allows you to prepay all monthly payments so you have all the advantages of leasing without the hassle of monthly payments. Gold Key Plus is ideal for short-term financing (see page 25).

**AUTOMOBILITY PROGRAM** Cash reimbursement is available for qualified adaptive driving devices on all Chrysler vehicles. Ask your dealer to provide you with more information or call the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-8877.

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## **CUSTOMER ONE**

*Futuristic design. Innovative engineering. Quality production. All are embodied in every Chrysler. But to you, the car buyer, the vast resources of Chrysler Corporation are centered in just one place: the dealership. To ensure that your experience there will be a satisfactory one, more than 100,000 dealership management, sales and service people are participating in the most extensive educational initiative in automotive history.*

*It's called Customer One and it establishes one unbreakable rule: Treat every customer you meet with honesty and respect. Customer courtesy and respect is not a goal — it is an imperative. Product knowledge is another essential, and it is imparted to dealership personnel through self-educating training materials which supplement formal product training and driving sessions. Service personnel, too, are trained, not just to provide the technical answer to a problem, but to respond personally to every owner.*

*That's the Chrysler culture: innovative ways to research, create, test and build world-class cars and trucks — and improved ways to provide world-class treatment of the people who buy them.*

