

Say hello to

neon



What a concept. When the Neon concept car debuted on the international auto show scene, experts lavished acclaim upon it. *Autoweek* called Neon "terrific." Europe's *Autocar & Motor* praised Neon as "...reach' with taste ... packed with clever design and engineering features." Pretty much making Neon a world-class wow!

On the point of cookie-cutter design,
Neon begs to differ.



Some of the equipment shown or described throughout this catalog is available at extra cost.

About this catalog. Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details.

Say hello to the Automobile of the Year.

"Unprecedented... a truly international car, coming to us from — surprise, surprise — the hottest car company in the United States, Chrysler (Corporation)... the new Neon blew our doors off."

— *Automobile Magazine*

It's the unexpected things that helped induce the editors of *Automobile Magazine* to name the all-new 1995 Neon the Automobile of the Year. Things like Neon's stand-out cab-forward design; Neon's numerous safety standards, including driver and front-passenger air bags; Neon's generous five-passenger room; and, of course, Neon's best-in-class standard power and sports-car-like handling.

Aglow with personality, Neon really is a refreshing departure from the homogenized masses. And a good deal of the credit for this breakthrough, cab-forward-styled car goes to *you*. Neon has been consumer-driven right from the start — your comments helped refine Neon to the *nth* degree.

So don't be too surprised when you learn that what you want from Neon is truly what you get ... *and then some*. Because Neon isn't different for different's sake. Neon is different for *your* sake.

As you look over the following pages, you'll understand why.

neon design

Hi.





In the future, all cars will have dual air bags. Neon has them now.

You don't need a crystal ball to know every Neon features an extensive inventory of safeguards that reads like a *What's What* in safety and security:

Driver and front passenger air bags* are standard and deploy faster than the blink of an eye during a frontal impact at speeds of 14 mph or more. The driver's air bag is at the hub of the steering wheel and the passenger's air bag is mounted atop the instrument panel.

Antilock brakes come standard on Neon Sport — and are available on Highline and Base — for straight-as-



an-arrow stopping power. In rain, snow or mud, Neon's front-wheel drive and all-season steel-belted radial tires greatly improve traction.

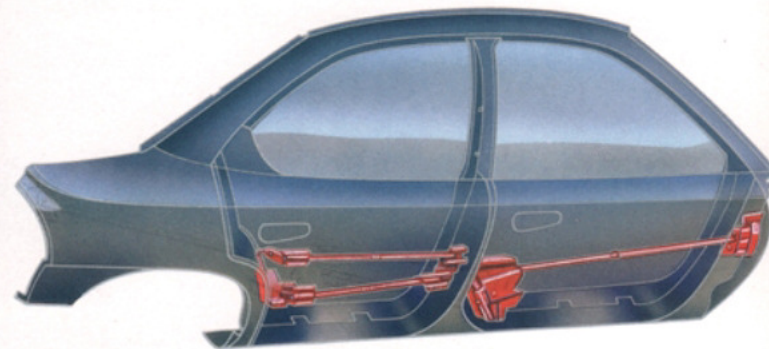
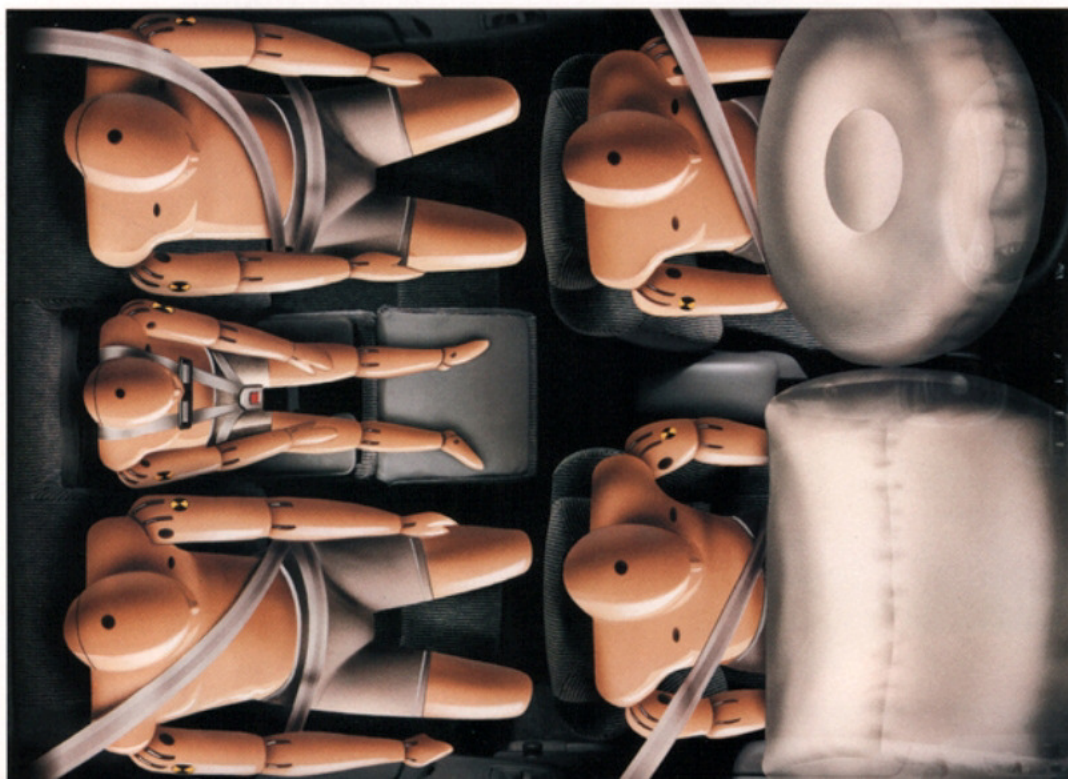
Neon's Impact Energy Management System

protects you on all fronts. Ultra-high-strength steel side-guard front and rear door beams (illustrated below), plus reinforced front and rear door interlocks and body structure components minimize passenger compartment intrusion in case of a side impact. And Neon's front and rear "crumple zones" systematically accordion upon impact to absorb the energy of a collision and maintain passenger cabin integrity.



An Integrated Child Safety Seat with a five-point harness is available on Neon. The Safety Seat accommodates children at least one year old and weighing from 20 to 66 pounds, and is positioned in the middle of the rear seatback for optimum protection from a side impact. It can be folded out of the way in no time to free up space for three adults in back.

*Always wear your seat belts.



neon safety

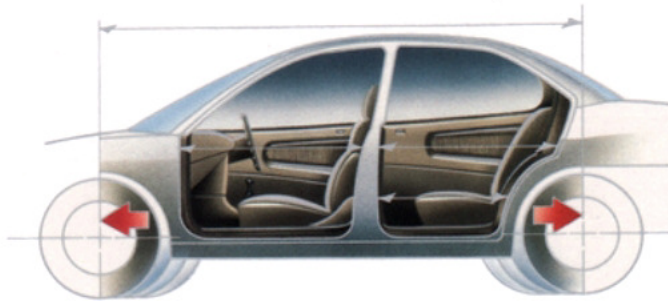
neon comfort



Stetsons® welcome. Among a dizzying array of creature comforts, Neon boasts best-in-class front head room.

Upon entering Neon's spacious interior, you needn't hang your head, hat or hairdo. Because of cab-forward design, Neon accommodates you and four guests with the relative luxury of nearly 90 cubic feet of interior volume — way more living space than you expect from a car this size.

Neon's unique cab-forward configuration departs from traditional automobile design. For instance, the base of Neon's windshield is placed forward; fore-and-aft distance between wheels is extended; and all four of Neon's wheels have been moved out toward the corners of the car. As a result, there's lots more



room for people and less for machine. And, owing to Neon's expanded doorways, entering and exiting is as easy as getting in and out of your favorite chair — speaking of which, Neon's seating is specially contoured to be just as supportive and restful.

All systems go in Neon's cockpit.

Switches and buttons in Neon's ergonomic, wrap-around cockpit impart a precision feel and are easy to operate — even with gloved fingers. Neon's leather-like steering wheel houses

available electronic speed controls, and a full-length floor-mounted center console contains dual cup holders. On Neon Sport, dual power mirrors and a padded armrest with covered CD/cassette storage bin are standard.

Versatility-wise, Neon Sport and Highline are equipped with 60/40 split-folding rear seatbacks for the long haul. For a sportier look, and greater cargo-carrying capacity, a lightweight aerodynamic roof rack (see page 8) is available.

*Stetson is a registered trademark of the John B. Stetson Co.



"Neon's standard front buckets provide unusually comfortable support for an inexpensive car. People factors are top drawer. Instruments are plentiful and readable, and the expansive, steeply raked windshield provides a big window on the world. Room for folks is generous front and rear, especially head room."

—Motor Trend





Neon is like a hot pair of Rollerblade® skates you can sit in.



Tight turns. Picking up speed on straightaways. Just plain cruising. What you can do on skates you can do just as well seated in the fleet-of-foot Neon.



At the heart of every Neon is an all-new 2.0-liter four-

cylinder engine employing a sophisticated network of 16 valves and a single overhead cam. Fuel is pumped precisely as needed through a sequential multipoint injection system, which peaks propulsion at an impressive 132 horsepower.

Neon's all-new five-speed manual overdrive transaxle arms you with a joystick-like shifter for effortless launches and responsive acceleration.

Translation: Neon zooms from zero to 60 miles per hour in a mere 8.8 seconds.* So you can merge onto freeways without a worry and perform

passing maneuvers without a care. For those unaccustomed to "manual labor," an automatic transaxle is available.

Cab-forward design widens Neon's stance appreciably for greater stability and elongates the wheelbase for a smoother ride. But another factor contributing to Neon's nimble handling is the all-new fully independent touring suspension!

Neon's precision-tuned touring suspension works independently up front and out back to maximize handling performance without sacrificing ride. Combined with power-assisted steering[†] that inspires your confidence and affirms your competence, Neon tracks with the stability of a freight train and corners with the agility of a go-cart.

"Neon is among a handful of U.S. cars that BMW employees admire."

—BMW CEO
Bernd Pischetsrieder, as quoted by USA Today



neon performance



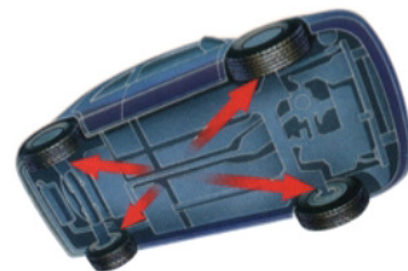
Make yourself comfy and cooler.

Neon Sport's optional Flash Decor trim (late availability) is enhanced with the colorful allure of a textured fabric interspersed with triangular hues of Red, Aqua, Purple and Ghost Gray.

Run like the wind. Neon's aerodynamic cab-forward design results in a streamlined 0.34 coefficient of drag that outperforms some of the world's premier sports coupes.

Rousing performance. Opening Neon up on the open road wouldn't be complete without some serious sound. Neon's available dealer-installed Mopar stereo radio tunes you in with an integral CD player and five-band graphic equalizer.

Location, location, location. Cab-forward design pushes all four wheels toward the corners of the car and benefits Neon with the longest wheelbase in its class (104.0 inches) and one of the widest tracks (57.4 inches). Your benefits are a smooth ride, super glue-like traction and superior handling.



* Based on tests by Chrysler Engineering. † Standard on Neon Sport and Highline, available on Neon Base. ® Rollerblade is a registered trademark of Rollerblade, Inc.





Driving millions of miles for one of your smiles. A record-setting *four million miles*, to be exact.

The smart-money choice is the smartly engineered Neon, for conspicuous consumption has gone the way of the dinosaur.



neon quality

Neon is made to be *distinct*. Not extinct.

More than two and a half years before actual production of Neon, Chrysler Corporation UAW technicians from Neon's Belvidere Assembly Plant, in Illinois, traveled to the Chrysler Technology Center — *the world's newest and most advanced Simultaneous Engineering facility* — located in Auburn Hills, Michigan.

Working hand-in-hand with designers and engineers in a simulated assembly-plant environment, they rehearsed and perfected the engineering, design and manufacturing process to make sure every Neon rolling out of the Belvidere Assembly Plant is of the highest quality.

Making doubly sure Neon stands up to your demanding quality standards, extensive testing was performed nationwide in conditions that duplicated, and in many instances went far beyond, normal consumer usage.

Neon Pilot Assembly Plant
in Auburn Hills, Michigan.

Neon weathered the throes of scorching summer sun and heat in Death Valley. Neon never chilled out in arctic blasts in Manitoba, Canada. Neon received high grades for acceleration testing up Pikes Peak. And Neon didn't even break a sweat during humid tours of New Orleans.

As a matter of fact, Neon test-drivers shattered Chrysler Corporation's record for testing of preproduction models. An unprecedented four million miles, of combined real-world and simulated mileage, were logged. That figures to nearly *five times the number of miles driven in an average person's lifetime*.

All of Neon's components, from window cranks to taillight bulbs, were put to the test for long-life wear and tear. With all the testing and retesting goings-on, you can rest assured Neon will hold its own whenever you take to the street.



Ensuring sound quality, Neon strives for environmental harmony.

Since you demand less wear and tear on the environment, Neon and Chrysler Corporation have taken up the cause and are making a concerted effort to be more "green." To that end, recyclable parts are used extensively on Neon; an emissions-free antichip coating keeps Neon looking new; and in a corporate-wide effort to be kinder to our atmosphere, *non-CFC refrigerant* is utilized in Neon's air conditioning system.

On that environmental note, Neon shows you're in keeping with the tenor of today's responsible times.

"It's definitely the most in-depth (test-program) I've seen so far."
—Research Associate Brett Smith, Office for the Study of Automotive Transportation, University of Michigan, as quoted by *The Associated Press*



One of the friendliest cars on Earth.

Here's why:

- Non-CFC refrigerant air conditioning (the Environmental Protection Agency honored Chrysler Corporation with the Stratospheric Ozone Protection Award)
- Asbestos-free brake linings
- Emissions-free powder antichip protection
- Water-based color-coat paint and sound deadeners
- Composed of numerous recyclable parts, including hard interior trim panels, bodyside moldings and battery casings
- Industry-first tuned recyclable thermo composite intake manifold and air induction system
- Minimal use of painted plastic parts
- Many plastic parts coded for recyclability, where facilities exist
- Recycling of sheet metal and fascia scraps
- Significant reduction, by volume, of packaging waste

How to satisfy the discriminating palate.

Have Neon your way when you order from among all these trimmings to show off your personal taste.

Select Standard and Optional Equipment

Chassis Items	Base	Highline	Sport
Brakes—Four-Wheel Antilock, Power-Assisted with Front Ventilated Discs and Rear Drums	E	E	S
Brakes, Power-Assisted—Front Ventilated Discs and Rear Drums	S	S	NA
Corrosion Protection—Antichip Protective Coating on Lower Bodyside and Hood and Extensive Use of Galvanized Steel	S	S	S
Door Beams, Side-Guard—Front and Rear	S	S	S
Engine—See Page 11			
Exhaust System—Stainless Steel	S	S	S
Sound Insulation	S	NA	NA
Sound Insulation, Premium—Includes Underhood Pad, Rear Wheelhouse and Trunk, Floor Silencers	NA	S	S
Steering—Manual, Rack-and-Pinion	S	NA	NA
Steering, Power-Assisted—18:1 Ratio	P	S	S
Suspension, Four-Wheel Fully Independent, Ride-Tuned—Front Dual-Path Isolated Gas-Charged Struts with Coil Springs; Rear Independent Multilink, Gas-Charged Struts with Coil Springs	S	NA	NA
Suspension, Four-Wheel Fully Independent, Touring—Same as Ride-Tuned, Plus Re-Tuned Springs and Front Antisway Bar	P	S	S
Exterior Items			
Door Handles, Exterior			
—Black	S	S	NA
—Body-Color	NA	NA	S
Fascias, Front and Rear—Energy-Absorbing			
—Accent-Color	S	NA	NA
—Body-Color	NA	S	NA
—Body-Color, with Metallic Accent-Color Rub Strip	NA	NA	S
Fog Lights	NA	NA	S
Headlights—Halogen with Replaceable Bulbs	S	S	S
Hood Release—Remote	S	S	S
Lights—Rear License Plate; Park and Turn, Front; Side Marker, Front, Includes Reflex, Flush-Mounted Taillight	S	S	S
Mirror, Exterior—Manual Remote Control, Black, Driver-Side	S	NA	NA
Mirrors, Exterior—Dual Manual Remote Control, Black	E	S	NA
Mirrors, Exterior—Dual Power	NA	P	S
Moldings, Bodyside			
—Accent-Color	E	NA	NA
—Body-Color	NA	S	NA
—Metallic Accent-Color	NA	NA	S
Roof Rack—Black, Two Fixed Crossbars	E	E	E
Stripe with Sport Decal—Deck Lid	NA	NA	S
Tires			
—P165/80R13 SBR BSW All-Season (Set of Four)	S	NA	NA
—P185/70R13 SBR BSW All-Season (Set of Four)	NA	S	NA
—P185/65R14 SBR BSW All-Season (Set of Four)	NA	P	S
Wheels, 13" x 5.0" Styled Steel (Set of Four)			
—Accent-Color with Black Center Cap	S	NA	NA

Exterior Items (cont)	Base	Highline	Sport
Wheel Covers, 13" Deluxe (Set of Four)	NA	S	NA
Wheel Covers, 14" Deluxe [®] (Set of Four)	NA	P	NA
Wheel Covers, 14" Sport (Set of Four)—Painted Sparkle Silver [®]	NA	NA	S
Wiper System, Windshield—Two-Speed	S	NA	NA
Wiper System, Windshield—Two-Speed with Variable Intermittent Wiper	E	S	S
Interior Items			
Air Bags [®] —Driver and Front-Passenger	S	S	S
Air Conditioning [®] —Non-CFC Refrigerant	P	P	P
Chimes, Warning—Key-In-Ignition, Headlights-On, Seat Belts	S	S	S
Coat Hooks, Rear—Two	S	S	S
Console, Floor-Mounted—Includes Two Cup Holders, Front and Rear Storage Trays and Coin Holder	S	S	NA
Console with Armrest, Floor-Mounted—Includes Two Cup Holders, Front Storage Tray, Coin Holder, Padded Armrest with Integral Tissue Pack Holder, Covered Storage Bin, Integral CD and Cassette Holders	NA	P	S
Defroster [®] —Rear Window, Electric	E	E	S
Door Locks—Power	NA	P	S
Floor Mats, Front and Rear (Front with "Neon")	E	E	E
Glass—Tinted [®]	P	S	S
Glove Box—With Integral Pencil Holder	S	S	S
Heater—Bi-Level with Flow-Through Ventilation and Panel-Mounted Side Window Demisters	S	S	S
Instrument Cluster—Electromechanical Speedometer; Odometer and Trip Odometer; Fuel and Engine Coolant Temperature Gauges; Warning Lights for Seat Belts, Brake System, Check Engine, High Beams, Air Bags, Oil Pressure; Amber-Colored Illumination	S	S	S
—Tachometer and Low Fuel Warning Light	NA	E	S
Lighting			
—Dome Lamp	S	S	S
—Ash Receiver Lamp, Glove Box Lamp, Illuminated Ignition Key Cylinder with Time Delay, Trunk Lamp, Underhood Lamp	NA	P	P
Locks, Child-Protection—Rear Doors	S	S	S
Mirrors—Illuminated Visor Vanity	NA	P	P
Phone, Portable [®]	E	E	E
Radio, AM/FM Stereo—With Up and Down Seek, Ten AM/ten FM Presets, Bass and Treble Controls, Integral Digital Clock	E	S	S
Radio, AM/FM Stereo—With Up and Down Seek, Cassette Tape Player, Ten AM/ten FM Presets, Bass and Treble Controls, Dolby B Noise Reduction [®] , Integral Digital Clock	E	E	E
Remote Deck Lid Release	NA	P	S
Seats, Front			
—High-Back Cloth with Vinyl Trim Bucket	S	NA	NA
—Low-Back Highline Cloth with Vinyl Trim Bucket and Two-Way Adjustable Head Restraint	NA	S	NA
—Low-Back Sport Cloth Bucket with Two-Way Adjustable Head Restraint	NA	NA	S

Interior Items (cont)	Base	Highline	Sport
Seat, Rear			
—Cloth with Vinyl Trim Fixed Seatback	S	NA	NA
—Highline Cloth with Vinyl 60/40 Split-Folding Seatback	NA	S	NA
—Sport Cloth 60/40 Split-Folding Seatback	NA	NA	S
Seat, Rear, Integrated Child Safety [®]			
—Includes Fold-Out Child Seat Integrated into Center Position of Fixed Rear Seatback	E	E	E
Speakers, Radio (Four)—Dual-Cone Drivers	P	S	S
Speed Control, Electronic			
—Steering Wheel-Mounted Controls	NA	E	E
Sun Visor, Driver-Side			
—Cloth-Covered; Includes Sunshade Extension and Map Clip	S	NA	NA
—Cloth-Covered; Includes Covered Vanity Mirror, Sunshade Extension and Map Clip	NA	S	S
Sun Visor, Passenger-Side—Cloth-Covered; Includes Exposed Vanity Mirror	S	S	S
Tilt Steering Column	NA	E	S
Videotape Demonstration—Highlights Key Neon Features, Located in Glove Box	S	S	S

S=Standard. P=Included in Customer-Preferred[™] Package. NA=Not Available. E=Extra Cost. May also be available in Customer-Preferred[™] Package.

[®] Color-keyed White on White exterior vehicles. [®] Always wear your seat belts.

Do not use aftermarket-installed air conditioning with this vehicle — may cause damage to power train and void warranty.

[®] Required on all passenger vehicles registered in New York State. [®] Rear window tinted on Base model. [®] Parasitic warrants and services this product. Restrictions apply. Ask your dealer for details and a copy of the limited warranty.

[®] Dolby B is a trademark of Dolby Laboratories. [®] Late availability.

Mopar Accessories [®]	
AM/FM Stereo Radio with Integral CD Player, Five-Band Graphic Equalizer	Spoiler, Deck Lid
CD Changer, Six-Disc Capacity	Door Edge Guards
Bike Carrier, Fork-Mounted	Front-End Cover
Bike Carrier, Upright	Hood Cover
Luggage Rack, Deck Lid	Splash Guards
Roof Rack	Vehicle Cover
Roof Rack, Removable	Cargo Hooks and Net
Ski Carrier, Locking Arm	Cargo Tray, Molded
Ski Carrier, Modular	Floor Mats
Ski Carrier	EVS IP [®] Security System with Remote Control
Engine Block Heater	Remote Keyless Entry System
Speed Control	Locking Gas Cap
Trunk Tie-Down Net	Wheel Locks

* Available on all Neon models.



Neon Base



Neon Highline



Neon Sport

Customer-Preferred™ Packages and Options

Power Train Availability		Neon						Neon Sport	
Engine	Transaxles	Base		Highline		Sport			
2.0-Liter SOHC 16V	5-Speed Manual	21A	21B	21C	21D	21F	21J	21K	
SMP1 4-Cylinder	3-Speed Automatic	22A	22B	22C	22D	22F	22J	22K	
Package Content									
Air Conditioning ¹ —Non-CFC Refrigerant			•	•	•	•		•	
Floor Console w/Armrest and Storage Bin					•	•	S	S	
Electric Rear Window Defroster ²			•	•	•	•	S	S	
Power Door Locks						•	S	S	
Front and Rear Floor Mats (Front w/Multicolored "Neon")						•		•	
Dual Manual Remote Control Mirrors			•	S	S				
Dual Power Mirrors						•	S	S	
Bodyside Moldings			•	S	S	S	S	S	
Light Package ³						•		•	
AM/FM Stereo Radio w/Seek and 4 Speakers			•	S	S	S	S		
AM/FM Stereo Radio w/Seek, Cassette Player and 4 Speakers								•	
Remote Deck Lid Release					•	•	S	S	
Power-Assisted Steering (18:1 Ratio)			•	S	S	S	S	S	
Tilt Steering Column						•	S	S	
Touring Suspension			•	S	S	S	S	S	
Tachometer w/Low Fuel Light						•	S	S	
P185/65R14 All-Season Touring Tires (Set of 4)						•	S	S	
14" Deluxe Wheel Covers ⁴ (Set of 4)						•			
Intermittent Windshield Wipers			•	S	S	S	S	S	
Additional Options									
Four-Wheel Antilock Brakes		E	E	E	E	E	S	S	
Electric Rear Window Defroster ²		E	P	E	P	P	S	S	
Front and Rear Floor Mats (Front w/Multicolored "Neon")			E	E	E	P	E	P	
Bodyside Moldings		E	P	S	S	S	S	S	
Power Convenience Package—Includes Power Door Locks/Power Mirrors						E	P	S	
14" Wheel Dress-Up Package—Includes 14" Deluxe Wheel Covers ⁴ and P185/65R14 Touring Tires (Set of 4)						E	P		
Dual Manual Remote Control Mirrors		E	P	S	S	S	S		
AM/FM Stereo Radio w/Seek, 4 Speakers		E	P	S	S	S	S		
AM/FM Stereo Radio w/Seek, Cassette, 4 Speakers			E	E	E	E	E	P	
Roof Rack—Black w/Two Fixed Crossbars		E	E	E	E	E	E	E	
Integrated Child Safety Seat ⁵		E	E	E	E	E	E	E	
Electronic Speed Control						E	E	E	
Tilt Steering Column						E	P	S	
Flash Decor Trim ⁶								E	
Tachometer w/Low Fuel Warning Light						E	P	S	
Intermittent Windshield Wipers		E	P	S	S	S	S	S	

S = Standard. • = Included in Customer-Preferred™ Package. E = Available at extra cost when corresponding Customer-Preferred™ Package is ordered. P = Included in corresponding Customer-Preferred™ Package listed above.

¹ Do not use aftermarket-installed air conditioning with this vehicle — may cause damage to power train and void warranty.

² Required on all passenger vehicles registered in New York State. ³ Includes: Ash receiver lamp, glove box lamp, illuminated key cylinder, illuminated vanity mirrors, trunk lamp, underhood lamp. ⁴ Color-keyed White on White exterior vehicles. ⁵ Late availability.



13" Styled Steel Wheel



13" Deluxe Wheel Cover



14" Deluxe Wheel Cover



14" Sport Wheel Cover

Exterior Dimensions

Wheelbase (in)	104.0
Overall Length (in)	171.8
Overall Width (in)	67.2
Overall Height (in)	54.8
Front Track (in)	57.4
Rear Track (in)	57.4

Interior Dimensions

Head Room (in)—Front/Rear	39.6/36.5
Leg Room (in)—Front/Rear	42.5/35.1
Hip Room (in)—Front/Rear	50.8/50.6
Shoulder Room (in)—Front/Rear	52.5/52.3
Trunk Volume (cu ft)	11.8

Engine Specifications

2.0-liter SMP1 16-valve OHC 4-cylinder	
Type	Inline 4-Cylinder
Bore x Stroke	3.45" x 3.27"
Compression Ratio	9.8 : 1
Valve Train	4 valves per cylinder, single overhead cam
Horsepower	132 @ 6,000 rpm
Torque	129 @ 5,000 rpm

Specifications

Turning Diameter (ft)	35.5
Curb Weight (lb)	2,320
Fuel Tank Capacity (gal)	11.2
Trunk Volume (cu ft)	11.8
EPA Volume Index (cu ft)	101.7
Coefficient of Drag (cd)	0.34



The Owner's Choice Protection Plan

Now you have a choice of protection plans to suit your needs. When you purchase a new 1995 Neon, you can choose either of the two limited warranty plans described below:

3/36 Bumper-To-Bumper Limited Warranty

The three-year or 36,000-mile Basic Bumper-to-Bumper Limited Warranty covers the entire vehicle, including power train (excludes adjustments, tires, normal wear items and maintenance). No deductible applies. Restrictions apply. See your dealer for a copy of this limited warranty.

OR: 7/70 Power Train Limited Warranty

Upon expiration of the 12-month or 12,000-mile Basic Limited Warranty, coverage is extended on power train components to seven years or 70,000 miles. No deductible applies. Restrictions apply. See your dealer for a copy of these limited warranties.

7/100,000 Anticorrosion Limited Warranty

In addition, all Chrysler Corporation vehicles are covered by the 7/100,000 Outer Panel Anticorrosion Limited Warranty. Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles. No deductible applies. See your dealer for a copy of the warranty.

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, complete accuracy cannot be guaranteed. Chrysler Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.

Dodge and Mopar are registered trademarks, and Neon is a trademark of Chrysler Corporation. Form No. 74-383-9428 12/93 (500M) Litho in U.S.A. Always wear your seat belts.

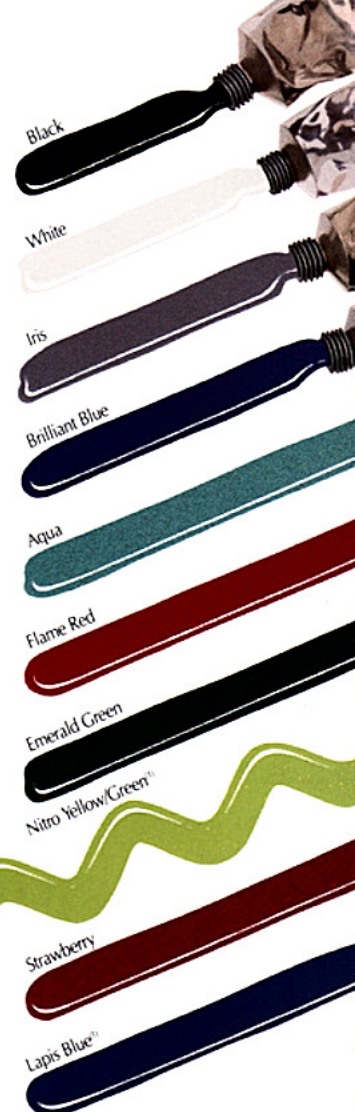
A palette of colors for the discriminating.

You'll display a stroke of genius and paint a perfect picture on the road with any one of these fabulous Neon colors.

Exterior and Interior Color Combinations

Exterior Colors	Neon		Neon Sport	
	Base Cloth w/vinyl trim	Highline Unique cloth w/vinyl trim	Sport cloth w/vinyl trim	Flash Decor trim ¹
Black Clear Coat	Quartz	Quartz, Driftwood	Quartz	Quartz
Bright White Clear Coat	Quartz	Quartz, Driftwood	Quartz, Driftwood	Quartz
Iris Pearl Coat	Quartz	Quartz	Quartz	Quartz
Brilliant Blue Pearl Coat	NA	Quartz, Driftwood	Quartz, Driftwood	Quartz
Aqua Pearl Coat	Quartz	Quartz, Driftwood	NA	NA
Flame Red Clear Coat	Quartz	Quartz, Driftwood	Quartz, Driftwood	Quartz
Emerald Green Pearl Coat	NA	Quartz, Driftwood	Quartz, Driftwood	Quartz
Nitro Yellow/Green Clear Coat ²	NA	NA	Quartz, Driftwood	Quartz
Strawberry Pearl Coat	NA	Quartz, Driftwood	Quartz, Driftwood	Quartz
Lapis Blue Clear Coat ³	Quartz	Quartz, Driftwood	NA	NA

¹ Late availability. NA = Not Available.



Note: Due to printing limitations, the colors shown will vary slightly from actual hues. See your dealer for accurate color chips. Clear Coat finish is standard on every passenger car built by Chrysler Corporation.

A guarantee that buying and owning Neon is as satisfying as driving Neon.

You shouldn't have to buy an expensive luxury car or an exotic sports car to receive special treatment from your dealer. You just have to buy a Neon.

Honest.

When you step into your local dealership to say hello to Neon, don't expect to be swarmed like a bear in a bee's nest. Not that you aren't important... *far from it.*

Sure, you'll be greeted when you arrive. It's only courteous. But after that, you'll be free to "just look." If you have any questions or want to know more, you'll know who to turn to.

The Neon you're considering is a major purchase for you, and you simply don't deserve to be hassled or pressured as you decide which model best suits your needs. After all, no one wants to be stung.

"Doing business the way business ought to be done" is part of a new, corporate-wide commitment called Customer One — *the most extensive educational initiative in automotive history.*

CustomerOne 

To ensure your dealership experience will be a satisfactory one, more than 100,000 Chrysler Corporation and dealership management, sales and service people are participating in this ongoing program.

More than learning about common courtesy and respect is involved. Product knowledge — not only of Neon, but of competitors' cars as well — is another essential. *Everyone* at the dealership gains a greater understanding through self-educating training materials, which supplement formal product training and driving sessions. They learn not just to provide the technical answer to a concern, but to respond personally to every owner.

That's the new Chrysler Corporation culture: new ways to research, create, test and build world-class cars, like Neon — *and improved ways to provide world-class treatment for the people, like you, who buy and own them.*



THE NEW DODGE

neon
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Recycled grade manufactured with 50% recovered content; fiber: minimum 10% post-consumer, 40% pre-consumer.