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**Consumers Should Have No Reluctance Buying Chrysler Product Vehicles
*Unprecedented Opportunity for Car Buyers in Metropolitan Washington***

Part of Chrysler's reorganization strategy announced last week is to divest itself of about one in four of its dealer franchise holders. That is 789 nationally and 16 in the Metropolitan Washington, DC Area. Here are some facts on how that impacts the regional vehicle market:

- The 16 franchises being cancelled in the metro area affects 11 dealer organizations;
- Of the 16 franchise cancellations, 12 of the affected dealers sell other non-Chrysler brands of new vehicles;
- Of the 16 franchise cancellations, seven were either single point or exclusive dual point dealership locations, which may result in closings in these seven locations unless another franchise can be moved in or the facility becomes an independent used car operation;
- Consumers who bought new vehicles from dealer locations no longer handling Chrysler product vehicles will be notified by Chrysler of the ongoing Chrysler dealer to which they are being transferred for warranty service on their new vehicle.

"As Chrysler goes through its reorganization process, it's an unprecedented opportunity for consumers to buy a new Chrysler, Dodge or Jeep vehicle because the inventory at the cancelled and ongoing dealer locations will be priced to sell as never before," said Gerard Murphy, president of the Washington Area New Automobile Dealers Association (WANADA). "Chrysler's goal is to come out of its reorganization stronger and viable as ever, and all industry indications are that they will do just that," he said.

WANADA represents franchised new automobile dealers in the Metropolitan Washington, DC market consisting of DC; the suburban Maryland counties of Frederick, Calvert, Howard, Montgomery and Prince Georges; the Northern Virginia counties of Arlington, Fairfax, Loudon and Prince William and the city of Alexandria. Gerard Murphy, as president and CEO of WANADA, can be reached at (202) 237-7200 (o), (202) 236-4646 (c) or gm@wanada.org.

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