

Focus on Chrysler Showtime

More than just an icon

Chrysler SA is hosting its Showtime event to present its current range of vehicles

MOTOR NEWS REPORTER

IT HAS been a very interesting year for Chrysler as it continues to make a renewed impact on the market and celebrates the 70th anniversary of its iconic Jeep brand. To enforce its position further, Chrysler SA is showcasing all three of its brands — Chrysler, Jeep and Dodge — with a promotion taking place on showroom floors all over the country during October and November.

The promotion is called Showtime, and in line with the brands' heritage it has a distinctly American feel about it. Customers visiting a Chrysler dealer can enjoy fresh popcorn and a cold drink while they inspect the models on display and take a test drive to experience the brand.

Jeep — one of the world's true icons — has the following models in its line-up: the Grand Cherokee, Cherokee, Wrangler, Wrangler Unlimited, Patriot and the recently launched Compass.

There are some special deals to be had in the legendary Jeep Wrangler range, notably from R4 550 a month on the Wrangler Sahara 2-door 3.8 V6.

"The Jeep brand's legendary heritage and capability have made it iconic, well known and loved throughout the world,

including SA. Since they were first produced in 1941 Jeep vehicles have been the authentic benchmark for off-road capability, having mastered more terrain, led more adventures and provided drivers with more freedom than any other vehicle before or since," says Guy Franken, head group marketing and corporate affairs.

The Dodge Caliber was

introduced to the SA market in the middle of 2006 as one of the forerunners of what is now referred to as the crossover segment. This truly American offering changed perceptions by presenting a good value proposition for those seeking the ideal combination of size, economy and performance in a unique styling package that is barely larger than a regular



The Jeep Wrangler 70th Anniversary Edition, above, the Chrysler Grand Voyager, below left, and Dodge Caliber, below right.



family hatchback. It was updated last year with some revised styling and new features, and according to Trent Barcroft, CEO of Chrysler SA, it represents the best value proposition in the South African market.

Chrysler also recognised the

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need to provide a product for those drivers with a true passion for motoring. To address this need it delivered the racy Dodge Caliber Mopar Edition, which the company believes will go a long way to satisfy the boy racer in many drivers.

Just in time for the holidays, Chrysler also has a special offer on the Grand Voyager for those who have large families and enjoy travelling to their destinations in luxury.

The Grand Voyager has flexible seating for seven, with features like an onboard DVD entertainment system, and offers the versatility to be anything from a mobile executive office or luxury touring vehicle to a superb and comfortable family transport solution.

It wouldn't be Showtime without a competition that is linked to the promotion.

Everyone taking a test drive will be eligible to enter to win a trip to New York in 2012, with tickets to the New York Auto Show and to a hit Broadway show. Entry forms are available at all dealerships.

■ For more information visit www.cjdshowtime.co.za or call 0800 CHRYSLER to locate your nearest dealer.