

"American car buyers honestly feel we don't have their best interests at heart...and they're telling us that loud and clear...they're buying imports."



"Car buyers want a car that will take them back and forth to work—not back and forth to the shop. You don't buy a new car to have problems."



"Car dealers who want to stay in business must learn to listen... or they're dead in the water."



"Quality is your right. And we intend to see that you get it."



CHRYSLER MOTORS ANNOUNCES THE CAR BUYER'S BILL OF RIGHTS

1. EVERY AMERICAN HAS THE RIGHT TO A QUALITY CAR

You want a car that will start every morning.
You want a car that will age well. And give you years of satisfaction.
You want quality. It's your right. Undisputed right.
Quality is also the first commitment of the carmaker. Without it he becomes morally and fiscally bankrupt. Chrysler has no intentions of forsaking this commitment.

Since 1980, Chrysler—with new leadership and a new resolve—initiated **Five Key Quality Programs** involving every member of the work force, every level of management. Chrysler has completed 5 million hours of worker training, enrolled 26,000 employees in quality schools and put 583 quality teams in place.

The goal: top the quality of the imports. It's an ambitious goal, but results are already showing it is within reach. Corporate quality indicators show that, over the last 8 years, Chrysler-built car and truck quality has improved 43%.

Lowest recalls. During the same 8-year period, Government records show that Chrysler has the lowest average safety recall record of any American car company for passenger cars registered for the '80 through '87 model years.

And over the last 5 years, lower than such prominent imports as BMW, Porsche and Volvo.

2. EVERY AMERICAN HAS THE RIGHT TO LONG-TERM PROTECTION

Chrysler has consistently led the industry in long-term quality protection.

In 1980, Chrysler introduced the innovative 5/50 Protection Plan. In 1987, Chrysler extended this coverage substantially on the most important part of your car, the engine and powertrain, to 7 years or 70,000 miles. It's the **longest powertrain protection** in the industry. And you also get 7-year or 100,000-mile protection against outer body rust-through.* The plan covers every car, truck and minivan Chrysler builds in North America, and now it includes '89 Jeep vehicles. 7/70, unprecedented when introduced... unsurpassed today.

3. EVERY AMERICAN HAS THE RIGHT TO FRIENDLY TREATMENT, HONEST SERVICE AND COMPETENT REPAIRS

Dealer service is the key link—the most fragile link—between the car buyer and the carmaker. It can make or break a relationship.

Chrysler understands this, better than most. And (under the direction of Lee Iacocca) has taken specific action to strengthen and revitalize this relationship. Results are gratifying.

Highest satisfaction. Chrysler owners have the highest level of satisfaction of any buyers of American cars. Higher than GM owners. And significantly higher than Ford owners.**

As Lee Iacocca says, "The next great leap forward in the car industry isn't going to happen in Detroit. It's going to happen at the dealership." One telling example: In 1981, our dealer technicians received 184,000 hours of training. Last year, 542,184 hours. That's an increase of almost 200%. And the result of a joint effort by Chrysler Management and the tremendous and willing commitment of over 4,000 Chrysler Motors' dealers.

4. THE RIGHT TO A SAFE VEHICLE

Safety is a right we all desire, not just for ourselves, but for our families, too. That's why Chrysler has committed enormous

resources and talents to building you a safe car. And that commitment has taken hold:

...Chrysler Motors—not Ford or GM—is the first American car company to offer **air bags as standard equipment** on selected models.

...Every Chrysler-built passenger car has over 30 safety features standard for '88.

...By 1992, Chrysler will have spent 440 million dollars on testing to learn how to enhance your safety.

...Chrysler Motors has a **Safety Shield Program** from design through assembly. Safety components are identified by a safety shield, so everyone at the factory knows its importance to safety. This program guards against the malfunction of critical items such as brakes, wipers, steering systems and starters. And is one of the prime reasons why Chrysler Motors has the lowest average percentage of safety-related recalls for any American car company.

5. THE RIGHT TO ADDRESS GRIEVANCES

If you have a warranty-related problem with your dealer, you have an impartial ear ready and willing to listen to your side of the story, and this comes at no cost to you: **The Customer Arbitration Board.**

This Arbitration Board consists of three voting members: a local customer advocate, a technical expert and a person from the general public. Not one of them is affiliated with Chrysler in any way.

All decisions made by the Board include the action to be taken by the dealer or Chrysler and the time by which the action must be taken.

All decisions are binding on the dealer and Chrysler, but not on you, unless you accept the decision. The whole process normally takes no longer than 40 days.

6. THE RIGHT TO SATISFACTION

Chrysler believes there's no secret to satisfying customers. Build them a quality product. A safe product. Protect it right—with the longest powertrain warranty in the business. Service it right. And treat them with respect. It's that simple.

And Chrysler is doing exactly that. The proof is coming from you, the customer.

J.D. Power and Associates, one of the most respected research organizations in the industry, surveyed over 25,000 owners of 1987 passenger cars for product quality and dealer service. The results: Chrysler Motors has the **highest customer satisfaction** of any American car company—**two years running**—for overall product quality and dealer service.**

Chrysler believes it's our job to satisfy your needs. We have the obligations...you have the rights.

**"QUALITY IS YOUR RIGHT. AND WE
INTEND TO SEE THAT YOU GET IT."**

Lee Iacocca



CHRYSLER • PLYMOUTH • DODGE
DODGE TRUCKS • JEEP • EAGLE

*See these limited warranties at dealer. Deductibles and some restrictions apply. **J.D. Power and Associates 1988 CSI Customer Satisfaction with Product Quality and Dealer Service for 1986 and 1987 domestic cars.