

CHRYSLER

2008 Management Briefing Seminars

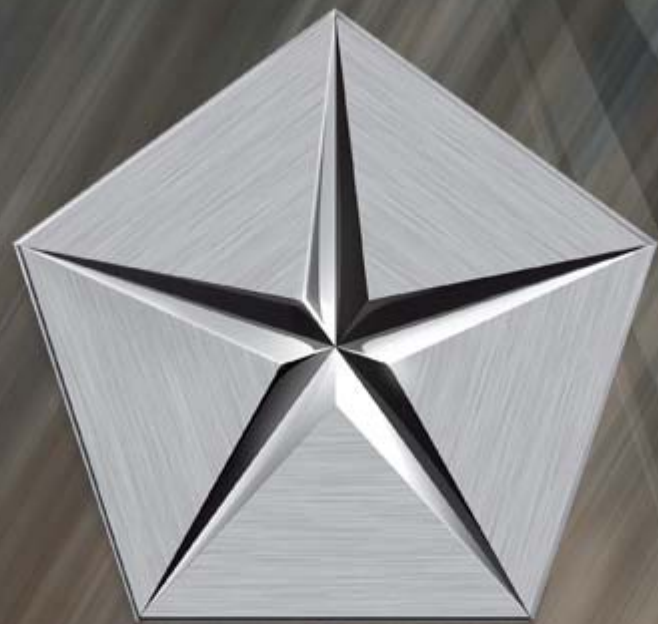
August 13, 2008

Tom LaSorda

Vice Chairman and President, Chrysler LLC



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MANAGEMENT BRIEFING SEMINARS 2004

BRIEFING SEMINARS

2004 AUTOMOTIVE MANAGEMENT BRIEFING

The Perfect Storm

Several years ago "The Perfect Storm" was a popular book and movie. The basic idea was that an unusual set of meteorological events came together in a special way to create an immense and treacherous storm. In a sense, that is what is occurring today in the auto industry—an unusual confluence of factors that is creating an extraordinarily turbulent and dangerous period in our industry. The magnitude of the storm is hard to grasp. Some of its dimensions include:

- Global regulation of the industry is also accelerating.
- Developing countries and regions such as China and India—opportunities as well as threats—are moving aggressively forward, impacting individual jobs as well as the strategic direction of organizations.
- There is inappropriate profitability of the industry as a whole.
- Collaboration is a necessary way of life; for many, it is an unnatural act.

Sponsored by:

CAR
CENTER FOR AUTOMOTIVE RESEARCH

In cooperation with The University of Michigan

40TH ANNIVERSARY 40TH ANNIVERSARY 40TH ANNIVERSARY

strategies for **turbule**

2006 Management Briefing Seminars August 7-11, 2006
Grand Traverse Resort and Spa

Management Briefing Seminars 2007

The Automotive World Round or Flat?

Man
Brie
Augu
Traverse City, Mich

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Global Position Strateg

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The Road Ahead: Discontinuous Change

August 6-10

Grand Traverse Resort and Spa
Traverse City, Michigan, USA

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Transcending Turbulence

MANAGEMENT
BRIEFING
SEMINARS



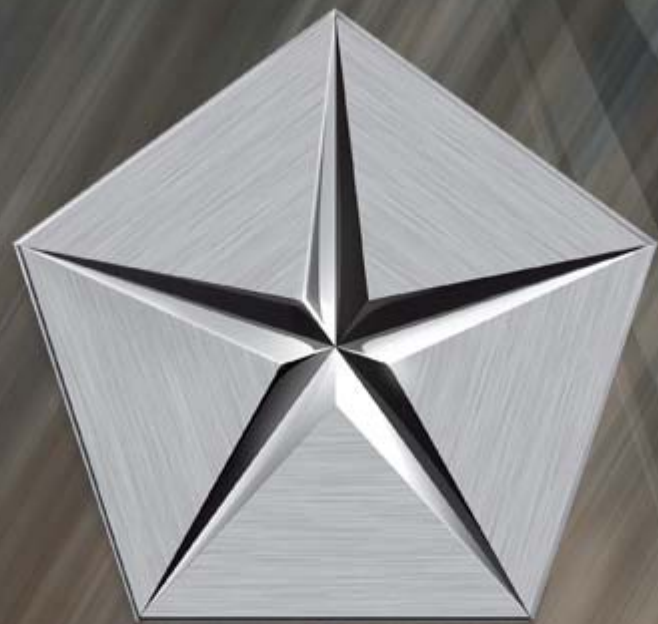
The Industry's Most Influential and Informative
Management Conference

August 11-15

2008

Grand Traverse Resort & Spa
Traverse City, Michigan, USA

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SEMINARS

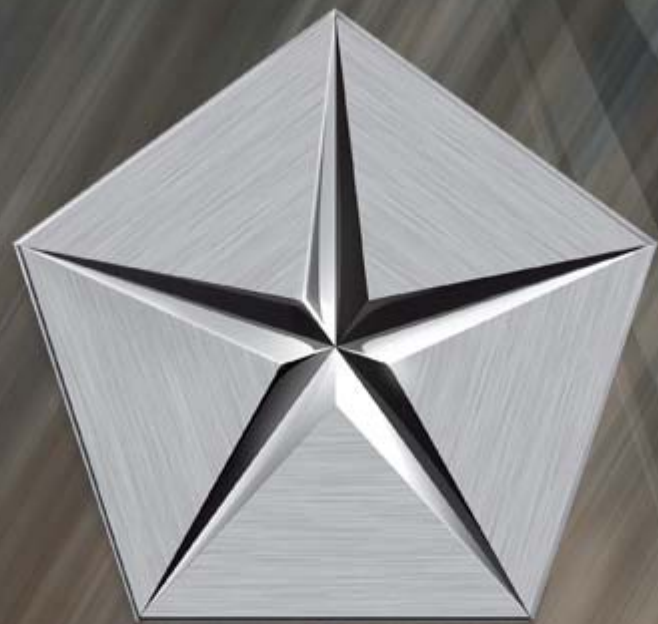
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2008

DON'T WORRY

BE HAPPY!





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6 Products with 28 mpg or more Highway Fuel Economy



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All-New Vehicles



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NEW Investment in Michigan



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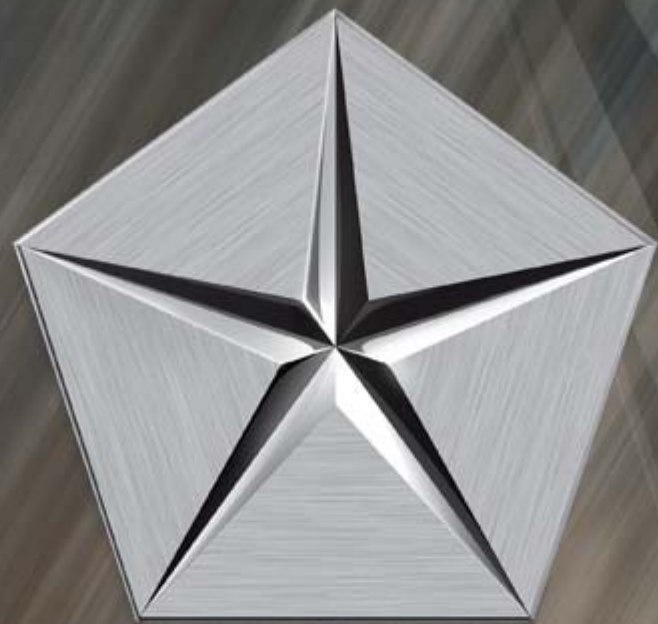
Chrysler Jepperson North Assembly Plant (JNA 2)

\$1.8B
Investment

+400
Jobs



Building World Class Vehicles in Detroit!



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MANAGEMENT BRIEFING
SEMINARS

2009



**The Calm
Before the
Warm and
Gentle
Breezes**

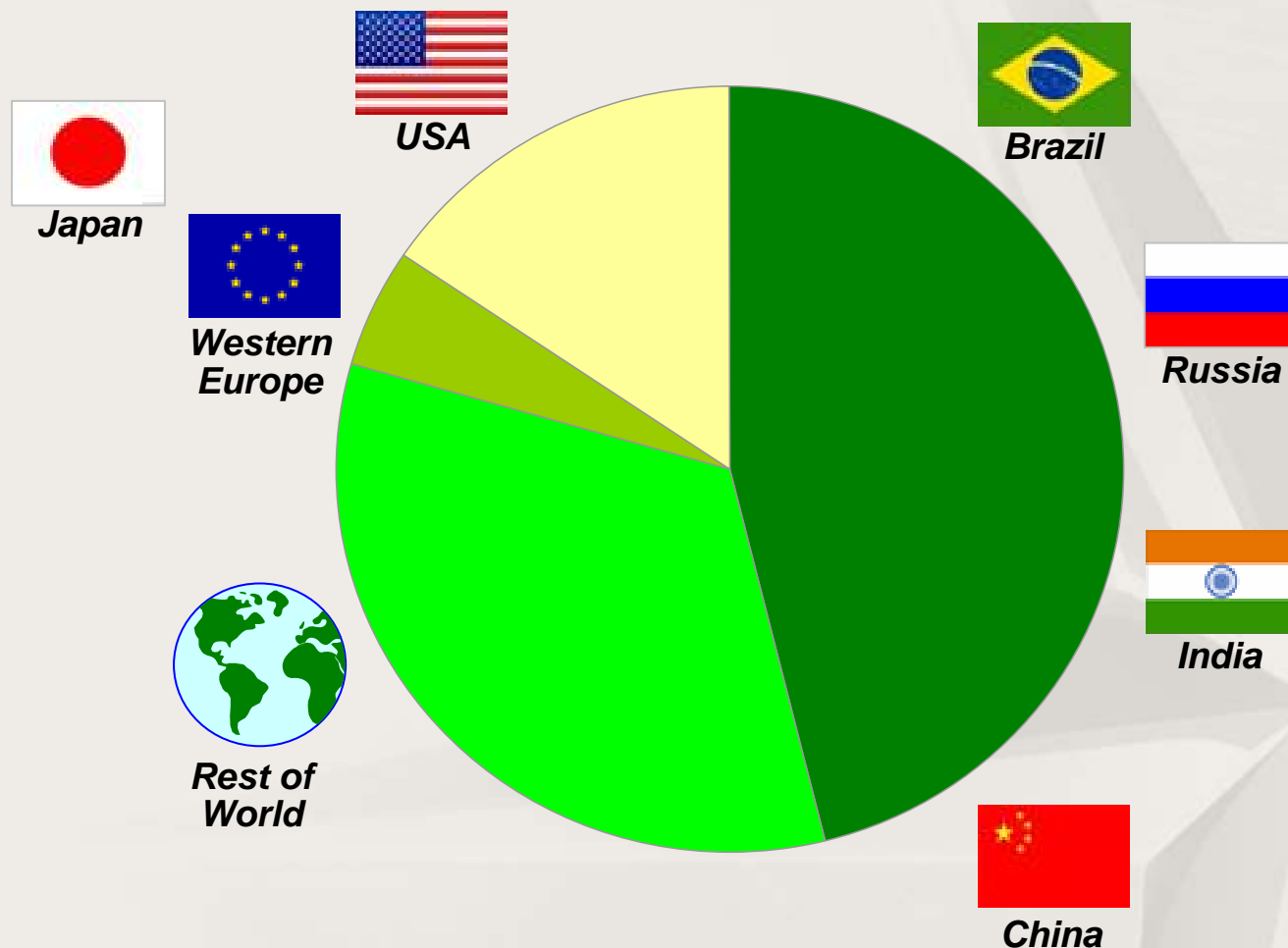
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In The Next Decade, Over 80% of New Incremental Passenger Vehicle Volume Will Come From Outside The U.S.



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Source of Incremental Passenger Vehicle Sales Volumes, 2006 - 2018

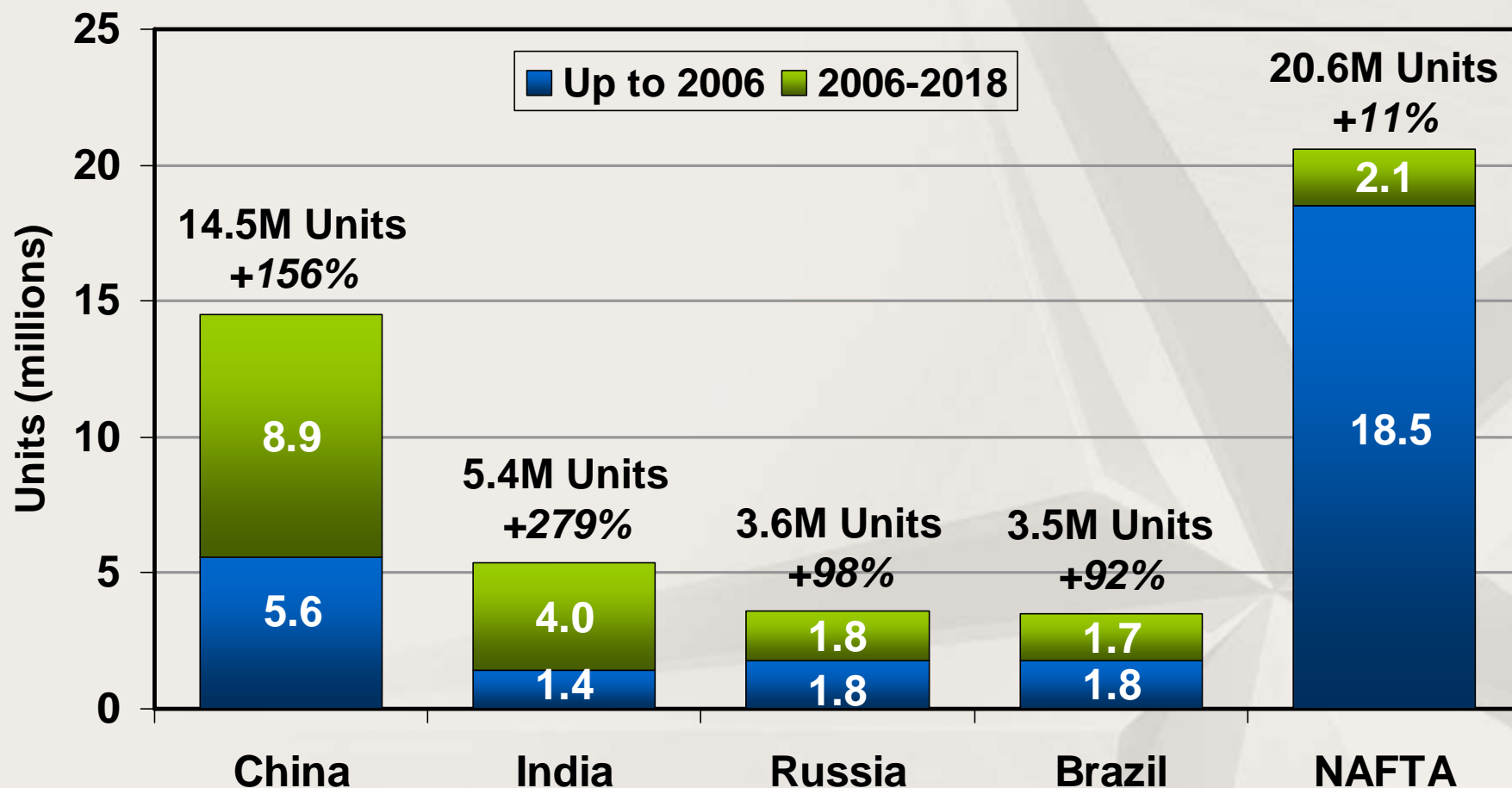


BRIC's Expected To Provide Greatest Global Growth Gains



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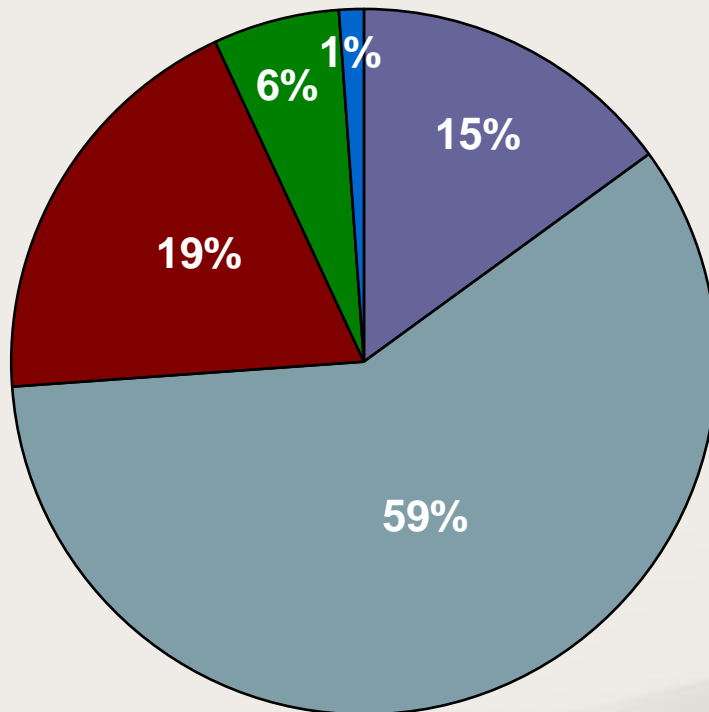
Unit Sales Growth By Percentage Total Light Vehicles From 2006 - 2018



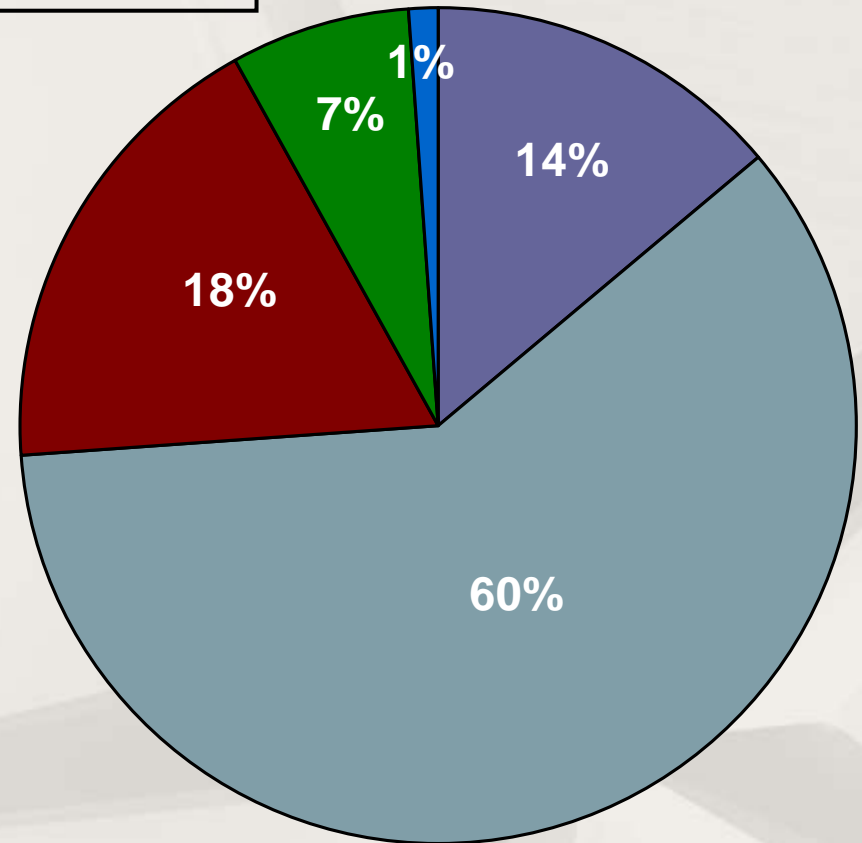
Projected Brazil Automotive Segment 2018



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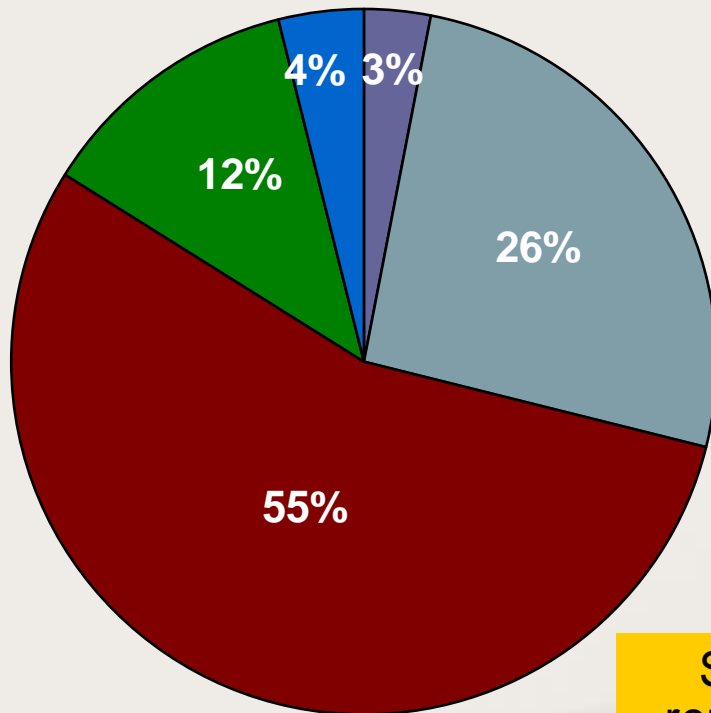


2006 Total Sales
1.8 Million Vehicles Total

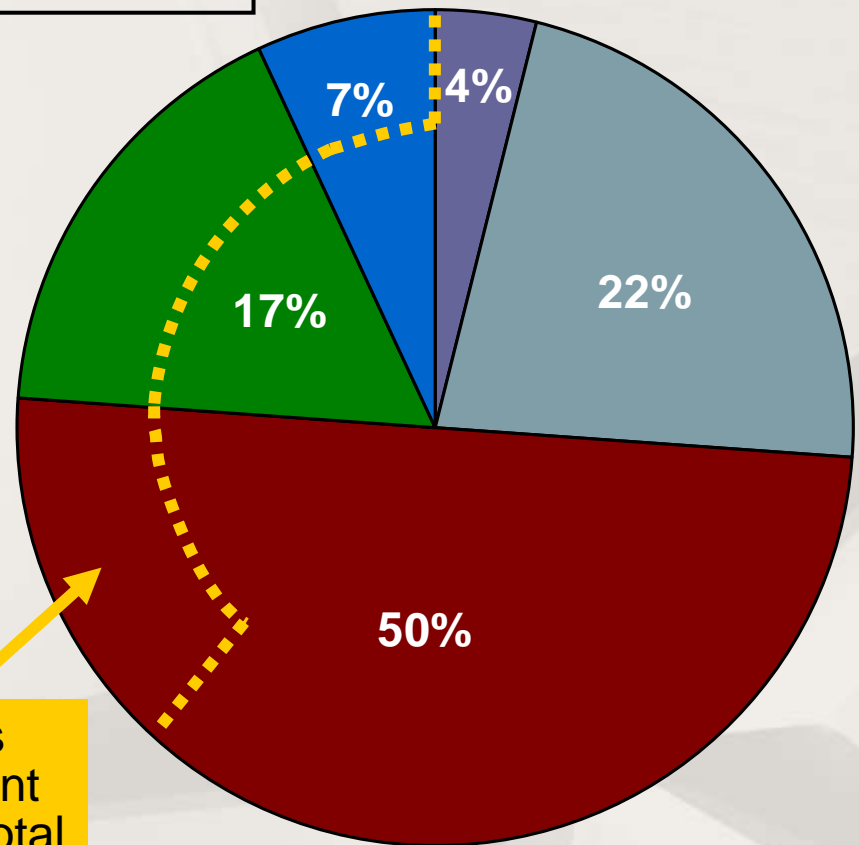


2018 Total Sales
3.5 Million Vehicles Total

Projected Russia Automotive Segment 2018



2006 Total Sales
1.8 Million Vehicles Total



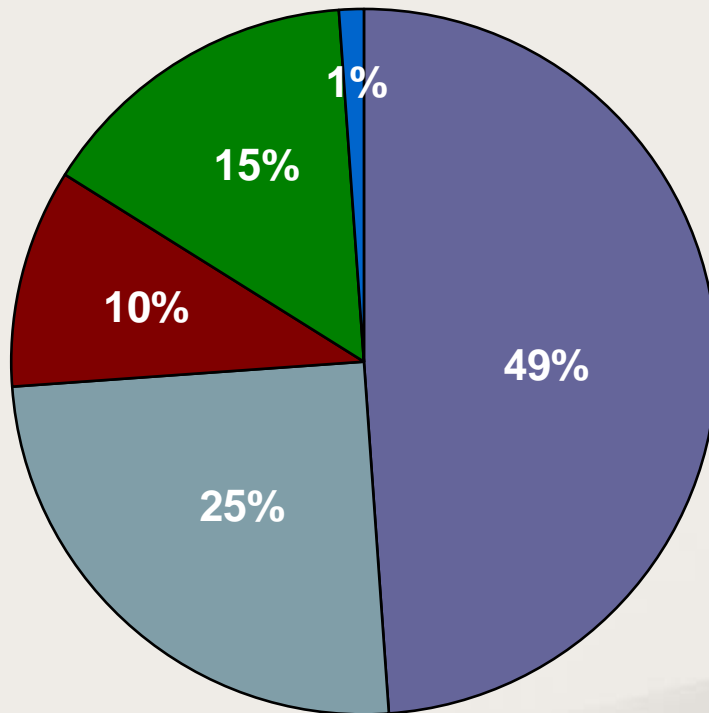
2018 Total Sales
3.6 Million Vehicles Total

SUV's
represent
20% of total

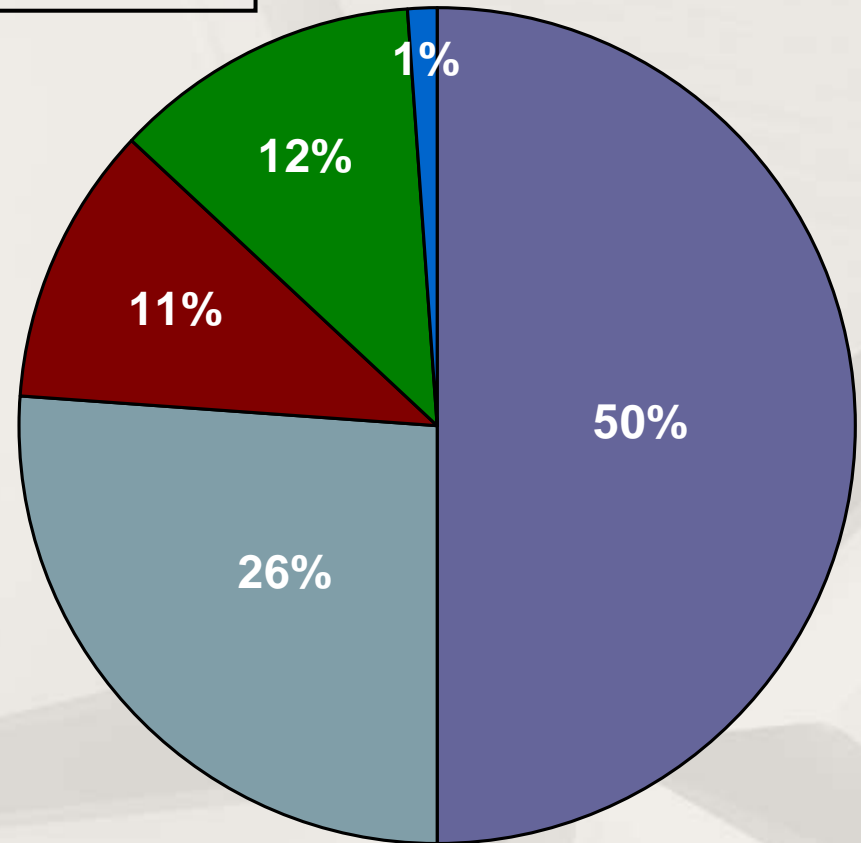
Projected India Automotive Segment 2018



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2006 Total Sales
1.4 Million Vehicles Total

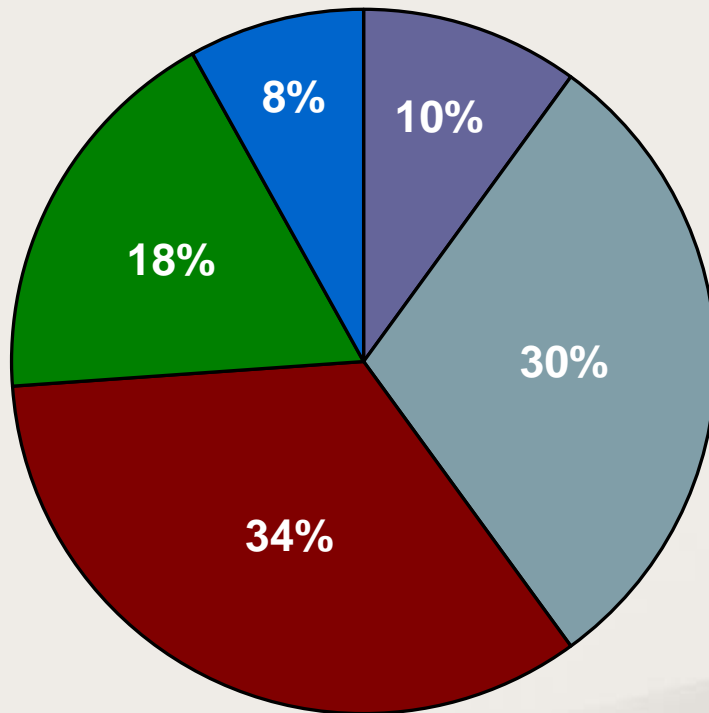


2018 Total Sales
5.4 Million Vehicles Total

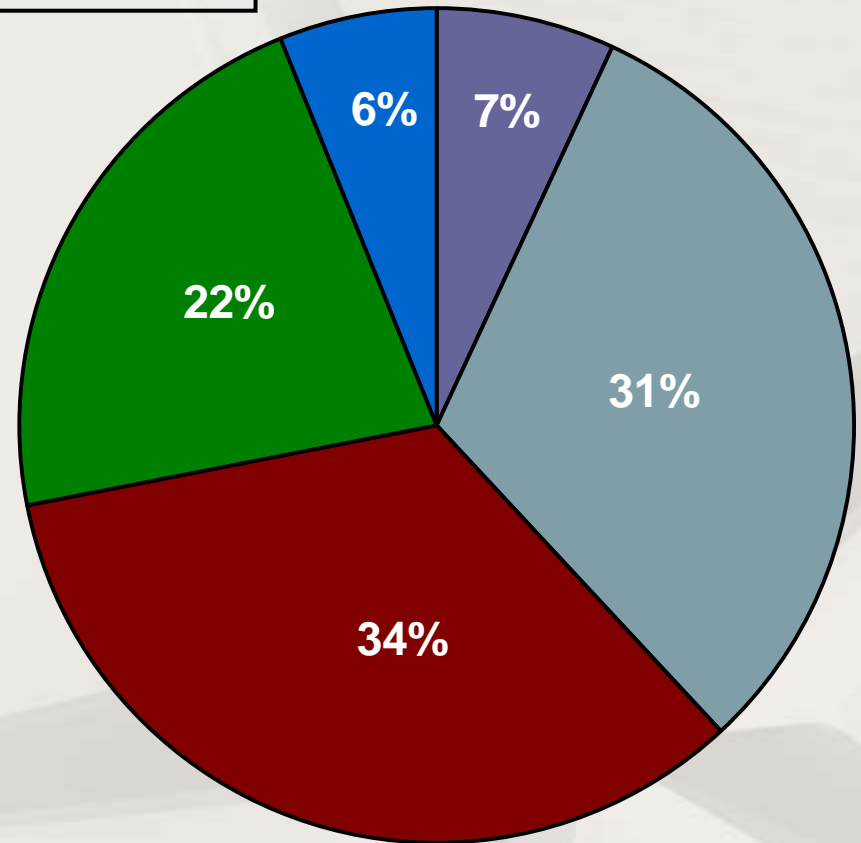
Projected China Automotive Segment 2018



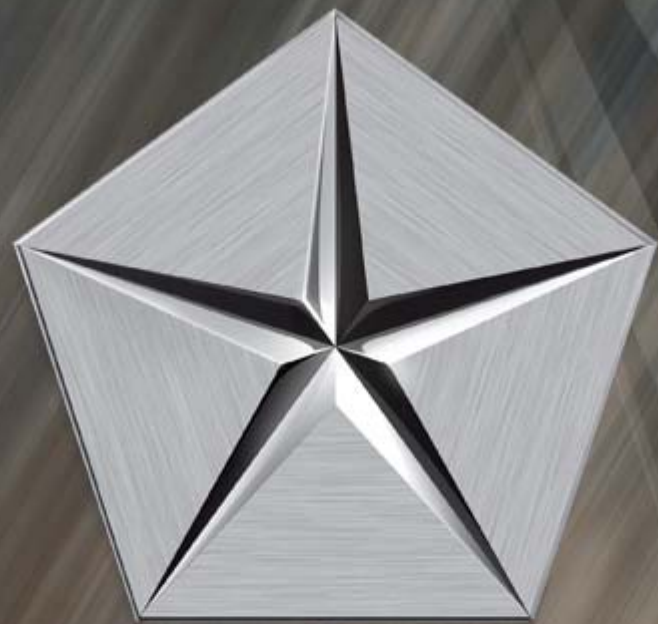
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2006 Total Sales
5.6 Million Vehicles Total



2018 Total Sales
14.5 Million Vehicles Total



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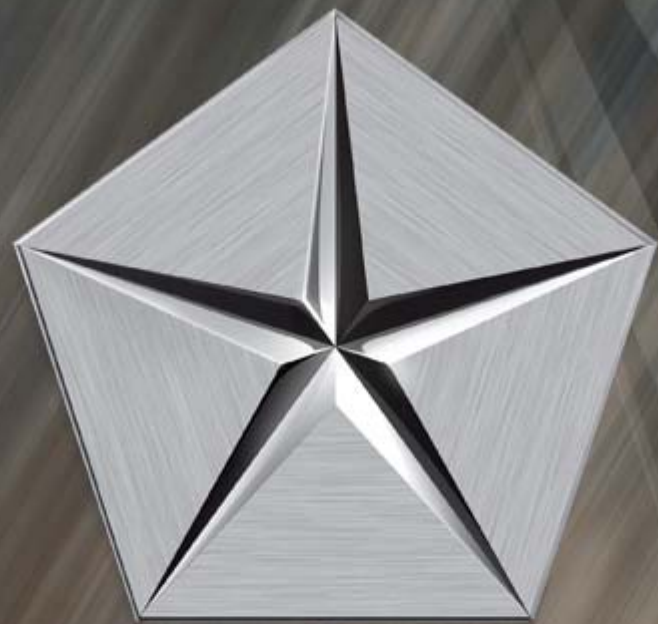
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2010

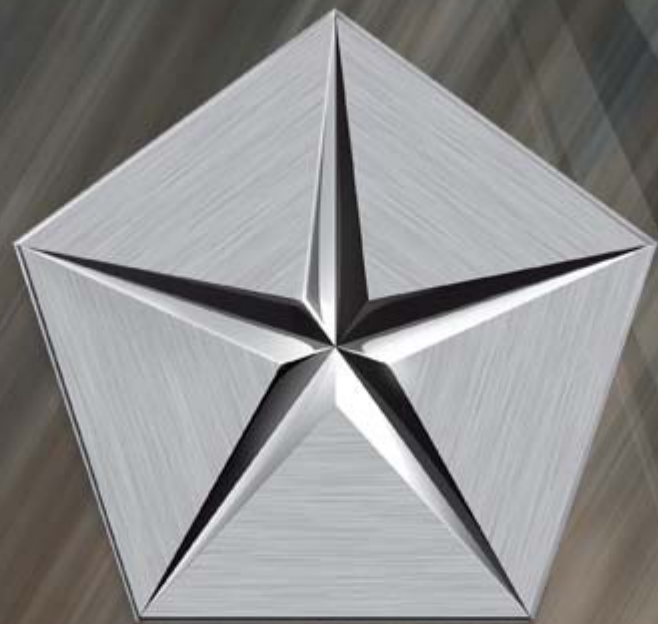


I'M OK - YOU'RE OK

THE #1 BESTSELLER ON
TRANSACTIONAL ANALYSIS
THAT CHANGED THE LIVES
OF MILLIONS



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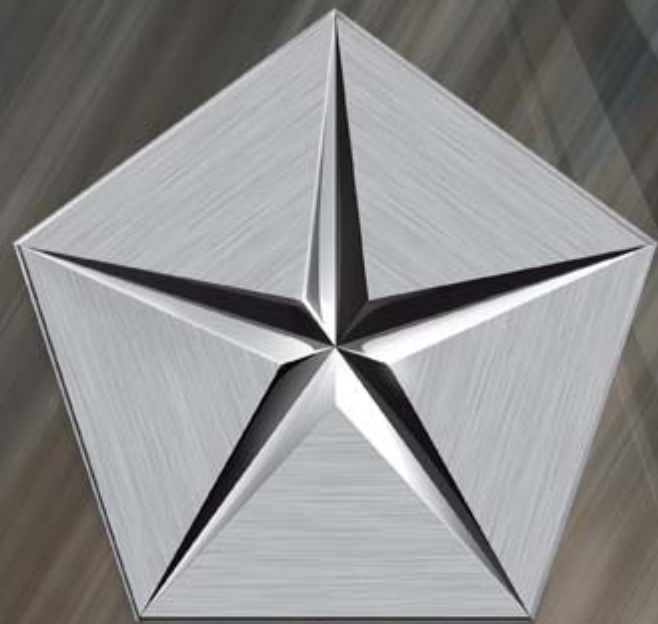


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GEMA Plant





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Jeep®



Toledo Supplier Park Announcement 2006

Closing Thoughts



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- ◆ Partner early and partner often
- ◆ Expect more consolidation - both among manufacturers and supply base

Closing Thoughts



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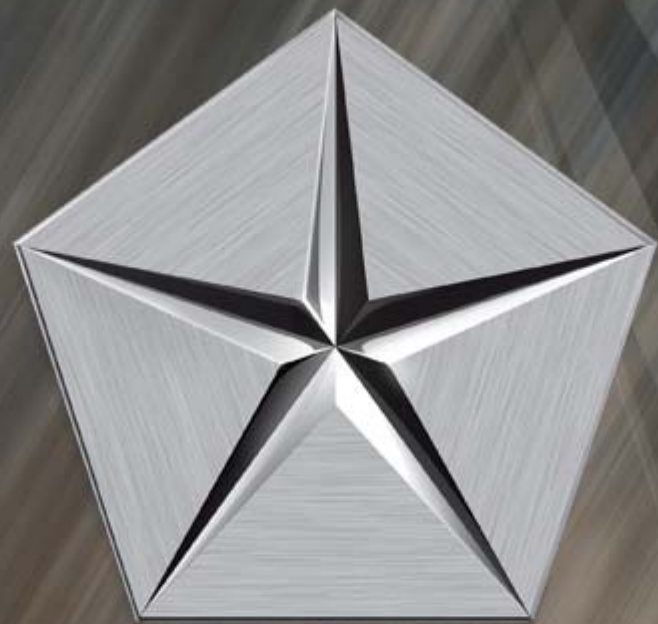
- ◆ Partner early and partner often
- ◆ Expect more consolidation - both among manufacturers and supply base
- ◆ Commodity businesses will locate at the source
- ◆ Products must help create a distinct brand image
- ◆ Be flexible

2011



The Automotive World:

**Just Lucrative or...
Filthy Rich, like the
Oil Companies?**



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