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## 2007 Chrysler PT Cruiser: Market Position and Advantages

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### MARKET POSITION

Chrysler PT Cruiser continues to draw buyers from all segments. Positioned in the heart of the compact car segment, Chrysler PT Cruiser also maintains affordable image models. The Chrysler PT Cruiser offers just about anything a compact car buyer wants and a great deal more, including excitement, unexpected features and versatility.

### DEMOGRAPHICS

- Gender: 46 percent male/54 percent female
- Median Age: 51
- Median Annual Household Income: \$58,000
- Education: 18 percent college educated
- Household: 70 percent married

### MARKET ADVANTAGES

- Chrysler PT Cruiser has a distinct advantage over its competition with features, content, size, affordability and versatility
  - **Quality**—Recommended by leading consumer publications
    - 2006 Chrysler PT Cruiser, Consumer Guide, "Best Buy - Compact Cars Category"
    - 2006 Chrysler PT Cruiser, Consumer Reports, "Recommended"
  - **Versatility**—PT Cruiser's tall profile contributes to its command-of-the-road seating and flexible interior space. With the flip/fold/tumble seats (removable rear) and the available fold-flat front passenger seat and movable rear shelf, the interior can be configured in 160 different ways
  - **Power**—The Chrysler PT Cruiser's 150-horsepower engine beats most compact cars, while the 180-horsepower and 230-horsepower engines beat them all
  - **Style**—A dramatic alternative to the sea of sameness that typifies most car segments. The PT Cruiser's unique exterior design celebrates the American custom-car era with bulging fender forms, chrome details and a strong wheels-to-the-corner stance

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