



CHRYSLER UK ENVIRONMENTAL BROCHURE



WELCOME TO OUR LATEST ENVIRONMENTAL BROCHURE



As the environment and green issues become more important to our customers, I feel that it is important to share with you some of the incredible work Chrysler has been doing across the entire product range to make our cars greener and more fuel efficient.

These pages are full of detail regarding the improvements that have been made to our vehicles by offering the latest diesel technology available today, as well as some of the future technology that we may see in the years to come.

In fact it's not just our cars that have got greener. We have looked behind the scenes at our head office and the logistics systems that deliver our cars and parts, and also at how we dispose of vehicles at the end of their life and embarked on a range of projects to make our entire business more environmentally-friendly.

We have also taken some time to explain why we think our 4x4 products are as relevant today as when Jeep started it all in the 1940s.

Chrysler's future in the UK looks rosy, with a host of new, smaller more fuel efficient saloons, hatchbacks and 4x4s joining the range, alongside some iconic Jeeps, class-leading people carriers and the stunning 300C range.

Globally, Cerberus Capital Management LP, a New York-based private-equity firm, took an 80.1 percent stake in Chrysler from the former DaimlerChrysler AG in August 2007, after pledging to invest \$7.4 billion in our company. Daimler AG has retained a 19.9 per cent stake in the new Chrysler LLC business.

Despite the repositioning of Daimler AG and Chrysler in 2007, Chrysler will continue to use and develop technologies that it has been working on with Mercedes-Benz, as well as other industry leaders such as GM, BMW and VW. This all means that we will continue to go from strength to strength here in the UK.

Regards

A handwritten signature in black ink, appearing to read 'F. Goretti'.

Federico Goretti
Managing Director
Chrysler UK Ltd



CHRYSLER UK

ECO-JEEP: THE GREENEST RANGE ON EARTH?



While SUVs or 4x4s have received bad press in recent years, manufacturers like Chrysler LLC haven't been resting on their laurels. Jeep has launched a range of new models with more fuel-efficient diesel engines and some all-new models like the Jeep Patriot, which offer all the on-road benefits of four-wheel-drive in a car the size of a Ford Focus. The compact Jeep delivers a competitive package of size, performance and unprecedented fuel economy for a 4x4. For the Jeep Patriot 42.2 mpg (180 g/km CO₂), and for the Compass 43.3 mpg (177 g/km CO₂).

Patriot and Compass set fuel economy record

Fuel economy experts John and Helen Taylor drove a Jeep Compass and a Jeep Patriot, both standard production vehicles equipped with 2.0-litre turbo diesel engines and carrying two people and their luggage, from London to Berlin on less than a single tank of fuel each – an unmatched achievement among SUVs.

The husband and wife team of John and Helen Taylor first drove the Jeep Compass and Patriot 658 miles between the two European capitals. Upon arrival in Berlin, there was sufficient fuel remaining in both vehicles for them to continue the journey, crossing the border into Poland. In total, they travelled a total distance of 698.4 miles on their way to achieving their record. During the 21-hour drive, passing through six countries, Helen Taylor achieved a fuel consumption figure of 66.76 mpg driving a Jeep Compass. John Taylor performed even better, achieving a fuel consumption figure of 67.46 mpg in a Jeep Patriot.

Jeep - green across the range

In 2007, the Jeep brand was ranked ahead of all other manufacturers of 4x4s and SUVs by winning the Gold Award in a leading Green Awards scheme. As well as being presented with the top accolade in the 2007 Green 4x4 Awards for the significant fuel economy improvements made in its range of diesel-powered 4x4s, Jeep received praise for the environmental credentials of its Jeep Wrangler as well:

In awarding the Gold prize to Jeep, 4x4 & MPV Driver magazine said: "Jeep has completely turned around their models' fuel consumption. And they have done it with nothing more than diesel engines. And that, for a company from the land of cheap gas and zero home demand for diesels, is a bigger deal than you may think."

The publication praised the Jeep Compass and Jeep Patriot for being "the most economical 4x4s ever to wear the Jeep badge" and for being the least polluting with CO₂ emissions that are lower than several smaller vehicles such as the BMW 116i and Renault Clio 1.6. At the top of the Jeep range, the Grand Cherokee was praised for its 3.0-litre V6 CRD engine with the magazine stating: "For the performance on offer, its economy is right in the front rank of large SUVs."

The magazine also paid tribute to the Jeep Wrangler for "showing that there is more to the environmental debate than just emissions." In the article, the magazine said: "Wranglers are cheap and simple to make, are kept by their owners for eons and as such they cause less dust to dust pollution than more economical cars."



These weren't the only accolades for Jeep. In 2007, the Jeep brand won praise from www.cleangreencars.co.uk for the significant improvement in CO₂ emissions across its range as 85 per cent of the vehicles we sell have a diesel engine. In particular Jeep was praised for the improvement to the Wrangler model following the launch of its new diesel engine.

Perhaps more surprisingly, a study published in the US suggested that the Jeep range was amongst the greenest of any manufacturer:

Jeep and MINI lead 'carbon cut' league

CAR makers are quick to boast about their eco-friendly credentials. But which brand really has cleaned up its act this year, and which hasn't?

The truth is revealed in our table (right). New figures compiled by the www.cleangreencars.co.uk website show which makers, models and market segments have reduced their CO₂ output in the first nine months of 2007, and by how much.

Topping the league is MINI. The BMW-owned marque has achieved a massive 17.1 per cent drop since January – from an average 182g/km to 151g/km across its range.

And it's largely as a result of the firm axing its inefficient Chrysler Triton engines in favour of cleaner

powerplants co-developed by BMW and PSA Peugeot Citroen. The best-performing model in the UK market is the Jeep Wrangler. It cut its output by a huge 116g/km of CO₂. The Mitsubishi Outlander registered the

second largest reduction for a single car, at 62g/km, while the Alfa Spider was in third with a 43g/km drop.

However, not all manufacturers are following the green lead of MINI and Jeep. Subaru has actually

increased its CO₂ output by six per cent, while Audi's rose by three per cent. Meanwhile, the only market sector to see a fall in emissions was the executive saloon class, which was down 4.2 per cent.

However, not all manufacturers are following the green lead of MINI and Jeep. Subaru has actually



Wrangler has seen a big drop in CO₂ output

CO ₂ : Who's top of the drops?	
Leading 10 brands	Avg decrease
MINI	17.1 per cent
Jeep	9.6 per cent
Land Rover	3.7 per cent
Lexus	4.6 per cent
Chrysler	4.2 per cent
Mitsubishi	4.9 per cent
BMW	4.8 per cent
Toyota	4.2 per cent
Kia	3.3 per cent
Hyundai	3.0 per cent

Figures for first nine months of 2007, compared to the same period in 2006

ECO-JEEP: THE GREENEST RANGE ON EARTH?

Whole Life Environmental Costs

An American research firm, CNW Marketing Research, conducted a three year survey into the 'dust-to-dust' costs of the energy used in the design, building, transporting, servicing and scrapping of cars. CO2 emissions and fuel consumption were also taken into consideration.

The Jeep Wrangler scored an energy cost of just 38p per mile, placing it at the top of the 96 car list which included hybrid technology cars. Other Jeep models also scored highly: the Cherokee was eighth, the Grand Cherokee thirteenth, and the Commander fifteenth. The Toyota Prius was awarded 68th place due to the environmental impact of building and then eventually disposing of its batteries.



HOW GREEN?

Environmental Cost Per Mile

	MAKE AND MODE	COST PER MILE		MAKE AND MODEL	COST PER MILE		MAKE AND MODEL	COST PER MILE		MAKE AND MODEL	COST PER MILE
1	Jeep Wrangler	£0.38	25	Mini Cooper	£1.12	49	Mercedes M-Class	£1.55	73	Honda Civic Hybrid	£2.02
2	Toyata Echo (Yaris)	£0.44	26	Mazda 6	£1.12	50	Volvo V70	£1.55	74	Toyota Prius	£2.03
3	Toyta Corolla	£0.46	27	Subaru Forester	£1.14	51	Mazda RX-8	£1.55	75	Volvo S80	£2.06
4	Chevrolet Aveo (Kalos)	£0.48	28	Lexus IS300	£1.15	52	BMW Z4	£1.55	76	Lexus RX300	£2.07
5	Ford Focus	£0.50	29	Volvo S40	£1.19	53	Land Rover Discovery	£1.56	77	Mercedes E-Class	£2.07
6	Hyundai Accent	£0.53	30	Mini Cooper S	£1.19	54	Nissan Murano	£1.57	78	Volvo XC90	£2.08
7	Mazda 3	£0.61	31	Jaguar X-type	£1.19	55	Mercedes CL	£1.58	78	Mercedes CLK	£2.18
8	Jeep Cherokee	£0.69	32	Toyota RAV4	£1.22	56	Mercedes SL	£1.68	80	Mercedes S-Class	£2.29
9	Chrysler Crossfire	£0.83	33	Toyota Camry	£1.22	57	Volkswagen Golf	£1.69	81	Range Rover	£2.36
10	Suzuki Grand Vitara	£0.88	34	Volkswagen Jetta	£1.26	58	Porsche 911 Carrera	£1.71	82	Lexus GS300	£2.47
11	Mazda MX-5	£0.92	35	Hyundi Santa Fe	£1.26	59	Volkswagen Golf GTI	£1.73	83	Lexus RX400h	£2.47
12	Honda CR-V	£0.92	36	Volkswagen Passat	£1.28	60	Jaguar XJ	£1.74	84	Mercedes SLK	£2.49
13	Jeep Grand Cherokee	£0.93	37	Audi A3	£1.31	61	Porsche 911 Carrera 4	£1.77	85	Jaguar S-type	£2.49
14	SAAB 9-5	£0.96	38	Honda Accord	£1.36	62	BMW 7 Series	£1.83	86	Volkswagen Touareg	£2.58
15	Jeep Commander	£0.96	39	Nissan 350Z	£1.37	63	Volvo V50	£1.84	87	Porsche Cayenne	£2.59
16	Chrysler PT Cruiser	£1.01	40	Hyundai Tucson	£1.38	64	Honda Insight	£1.84	88	Lexus GS430	£2.76
17	BMW 330	£1.01	41	Hyundai Nissan Pathfinder	£1.39	65	Mercedes R-Class	£1.85	89	Lexus LS430	£2.96
18	SAAB 9-3	£1.02	42	Subaru Impreza	£1.39	66	Aston Martin DB9	£1.89	90	Audi A6	£3.10
19	Land Rover Freelander	£1.05	43	BMW X3	£1.42	67	Jaguar XK	£1.91	91	Audi A8	£3.10
20	Mazda 5	£1.05	44	Mitsubishi Outlander	£1.42	68	BMW 5 Series	£1.96	92	Audi Allroad	£3.50
21	Cadillac CTS	£1.05	45	Volvo S60	£1.42	69	Corvette	£1.97	93	Bentley Arnage	£6.60
22	Mercedes C-Class	£1.05	46	BMW X5	£1.48	70	Cadillac STS	£1.98	94	Rolls-Royce Phantom	£6.66
23	Audi A4/S4	£1.11	47	Honda Civic	£1.51	71	Toyota Land Cruiser	£1.99	95	Volkswagen Phaeton	£7.01
24	Subaru Outback	£1.12	48	Range Rover Sport	£1.51	72	Porsche Boxster	£2.01	96	Maybach	£7.24

Source: CNW Marketing Research

ECO-JEEP: THE GREENEST RANGE ON EARTH?

Off-road ability means on-road safety

The majority of people looking to buy a Jeep are interested in a vehicle that is a family car, a workhorse for towing, an executive saloon and a supremely capable 4x4 vehicle, all rolled into one.

If drivers are looking for the ultimate in safe and effective driving in rain, snow and ice then they should look no further than the latest Jeep models.

The off-road abilities of our vehicles are a big reason for people buying our cars, whether they live in town or country.

Although many customers would not expect to take them off-road as such, they use and benefit from a variety of Jeep characteristics in everyday use, perhaps without even realising it.

The off-road attributes offered by our vehicles include the high seating position and better view, improved on-road traction from the 4x4xESP system on wet and icy roads, ground clearance and towing performance. Customers are also increasingly seeing 4x4 as a must-have safety system.

The four wheel drive system on our vehicles already provides outstanding traction in the snow or on wet or icy tarmac. A Jeep 4x4 system provides safe and effective driving in low-traction on-road environments. Adding a skid control system like ESP also means that once you have traction you can keep on the straight and narrow and brake much more effectively in all conditions. The very nature of a 4x4 vehicle also provides a high seating position for increased visibility and a large ground clearance that's often helpful in the urban environment, while all Jeep vehicles include a range of active and passive safety systems as standard.

Both the Compass and Patriot feature a new four-wheel drive system - Freedom Drive I. This is a full-time, active four-wheel-drive system designed to give drivers year-round assurance and confidence in all-weather driving conditions, as well as the ability to handle rough weather and low-traction conditions.

Thanks to this on-demand system – which only engages four-wheel drive when it's needed – the Patriot is a car that gives its owners the very best of both worlds: the fuel-efficiency of a conventional hatchback and the go-anywhere ability and all-year confidence customers expect of a Jeep.

Whereas some four-wheel drive systems concentrate on off-road performance or simply improving traction, Freedom Drive I also improves the car's on-road handling. Between 25 and 65mph, the system is designed to improve the car's stability in corners, applying torque to the rear wheels to help the car turn more easily and reduce any understeer. Then, above 70mph and unless any slip is detected, the system runs in front-wheel drive to ensure the best fuel economy.



ECO-JEEP: THE GREENEST RANGE ON EARTH?

CLEARING UP SOME GREEN MYTHS!

Don't SUVs take up more room on the road?

Jeep vehicles do not take up any more room on the road than a whole host of estate cars and MPV. The Grand Cherokee is shorter than the BMW 5 series and shorter than the Grand Espace MPV. The Grand Cherokee is only 3cm wider than the BMW 530d Touring and 10mm wider than the Renault Espace.

	Length	Width exc mirrors	Height
Volvo V70 2.5D Auto	4710 mm	1804mm	1465mm (1490 AWD)
BMW 530D Touring	4843 mm	1846 mm	1491 mm
Renault Espace	4661 mm	1860 mm	1728 mm
Grand Cherokee 3.0 CRD	4750 mm	1870 mm	1785 mm
Commander 3.0 CRD	4787 mm	1899 mm	1826 mm
E-Class Estate	4888 mm	1822 mm	1506 mm
Grand Espace	4861 mm	1860 mm	1746 mm

Some people suggest that the extra height of an SUV makes them inherently unsafe?

In studies in the US, the Insurance Institute for Highway Safety (IIHS) has said that the Jeep Grand Cherokee and Cherokee are no more likely to roll over than a saloon car. The latest Jeep vehicles come with a range of standard safety systems including airbags and Electronic Stability Programme (ESP) with Electronic Roll Mitigation (ERM). The unibody design also makes the Jeep Cherokee, Grand Cherokee and Commander very stable vehicles.

The ERM system uses the input from the ESP sensors to anticipate if the vehicle is at risk of entering a potential roll situation and reacts immediately, attempting to prevent the situation from even beginning. It applies the brakes individually and modulates throttle position as needed to attempt avoiding the roll situation.

Do SUVs perform as well as a 'normal' car in a crash?

A Jeep can be just as safe as a normal car – for example, the 2001 – 2005 Cherokee has an admirable four star NCAP rating. Jeep is also taking seriously the issue of compatibility - where an SUV is involved in an accident with a normal car. Chrysler LLC is part of the alliance working towards a new series of front to front and front to side crash tests effective by the 2010 model year. The agreement aims to reduce the inherent safety challenge of a transportation system in which vehicles of different sizes and purposes share the same roads. Neither is an SUV any worse than a car when it comes to matters of pedestrian safety. In 2004 the Cherokee scored the same NCAP test score for pedestrian safety as the Audi A3, the Renault Kangoo and the Toyota Previa.

Is an SUV really bad for the environment?

Jeep vehicles do not use significantly more fuel than vehicles with similar engines and dimensions.

Our new small Jeeps use less fuel and produce less CO2 than some smaller family cars like the Clio.

The vast majority (85 per cent) of Jeep vehicles sold in the UK tend to be diesel powered and future development will see further improvements in diesel technology thereby reducing emissions further still. Chrysler LLC complies with all environmental regulations wherever its vehicles are sold including the Euro4 regulations. All environmental information is displayed on every car in our showrooms.

Does the Jeep 4x4 system make me safer on the road?

In a word yes. Four-wheel drive provides additional traction and control in everyday conditions – be they wet and slippery roads, snow and other adverse weather conditions. Adding a skid control system like ESP then means that once you have traction you can keep on the straight and narrow and brake much more effectively in all conditions.

If you are climbing a very steep hill, or driving or towing on a slippery, wet or icy road surface - and the power going to the driven wheels exceeds the tyre's ability to grip - your wheels will start to spin as the tyres start to lose traction. A 4x4 system, with torque going to all four wheels, allied to ESP, helps make the most out of the traction available.

Why is the media always full of anti-SUV stories?

Some people are using statements based on research undertaken in the US and with vehicles not found in the UK. The press are also increasingly use the term '4x4' as shorthand for any larger, more expensive car that they consider uses more fuel and creates higher emissions.

What they forget is that not everyone can live their life without a car, or just with a super mini.

Compare and Contrast

	MPG Combined	CO2	0-62/Top Speed
Ford Galaxy 1.9D 115bhp	36.2	211	15/11
BMW 530D Touring Auto	35.3	213	7.4/149
Audi A8 3.0 TDi Quattro	32.8	231	7.8/150
Jaguar S Type CRD	27.4	249	7.3/146
Grand Cherokee 3.0 CRD	27.7	270	9.0/124
Porsche 911 3.8 Carrera	24.6	277	4.8/182
Commander 3.0 CRD	26.2	284	9.0/118
Grand Espace 3.5 V6 Petrol	22.8	297	8.1/140
Mercedes-Benz SL55 AMG	19.9	340	4.7/155
Jeep Compass	43.5	177	11.0/117
Jeep Patriot	42.2	180	11.0/117
Renault Clio 1.6 VVT	37.7	179	12.2/115



A GLOBAL ENVIRONMENTAL COMMITMENT FROM CHRYSLER, JEEP AND DODGE?



GREENER FUTURE

Chrysler LLC is dedicated to protecting the health of its communities, natural resources and the global environment. The company addresses environmental challenges by working continually to improve the environmental performance of its products and operations and supports the development of advanced sustainable technologies and is an industry leader in promoting the use of alternative fuels.

In 1999, Chrysler offered the EPIC electric minivan, a second-generation battery-powered fully-electric minivan with fast charge technology, advanced nickel metal hydride batteries and full minivan capabilities. Since 2000, the company has offered the best-selling street-legal electric vehicle in the U.S., the GEM (Global Electric Motorcars). More than 30,000 GEM vehicles are in use in the U.S.

Chrysler recently created ENVI, an organisation within the company which will focus on electric-drive production vehicles and will leverage the vast resources within Chrysler to allow rapid proliferation of electric-propulsion vehicles with exceptional fuel economy. The three eco-concepts shown at the 2008 Detroit Autoshow are the first projects to emerge from the new ENVI team.

New technology for our products - today

Chrysler LLC believes that the long term future of personal transport needs to be tackled with the whole range of technologies available to the company. In the short term, diesel power has, and is making a significant difference to the way the company's vehicles operate, and how they are perceived. Diesel power is now available across the

range in the UK, and with further technology such as BLUETEC to clean the exhaust gasses, we expect to enjoy a further reduction in the emissions of future vehicles.

Chrysler LLC is continuing to seek efficiencies in the petrol powered internal combustion engine, working hard to implement the latest generation of hybrid-powered vehicles and steadily working towards the goal of the fuel cell powered vehicle. Our vehicles meet or exceed all applicable emissions standards and we will continue to invest in fuel economy improvements for future vehicles to meet regulatory demands and customer desires without comprising vehicle safety or capability.

In the meantime, our most tangible environmental benefit has been the significant downward trend of CO2 from our fleet following the introduction of diesel technology across the range.

85 per cent of current Chrysler, Jeep and Dodge sales in the UK are for diesel powered variants and this has led to a significant reduction in the environmental impact of our vehicles: diesel gives on average a 30 per cent reduction in fuel usage and up to a 20 per cent reduction in CO2 emissions.

The 2008 Jeep Renegade concept



The 2008 Chrysler Ecovoyager concept



Chrysler LLC has announced plans to produce a new generation of fuel-saving Dual-Clutch Transmissions and axles, both of which will provide improved fuel economy along with increased refinement. This system will be launched on the Dodge Journey in the UK in 2008.

New technology for our products- towards a greener future

2008 sees the exciting debut of the Dodge Durango Hybrid and Chrysler Aspen Hybrid in North America. This vehicle uses a new two-mode hybrid system co-developed with GM and BMW that 'leap-frogs' the technology currently available by improving fuel economy and performance at higher speeds, as well as city driving cycles. Although these two models are not available in Europe they do herald the start of alternative power trains in Chrysler products. The 2008 Detroit Auto Show also had a strong green theme for Chrysler. The Chrysler ecoVoyager Concept, Jeep Renegade Concept and Dodge ZEO Concept take advantage of the best new technologies and couple them with the room, comfort, speed and style customers want from their family vehicle.

Simon Elliott, Managing Director of Chrysler UK, said: "Providing exceptional fuel economy and reducing emissions is part of Chrysler's environmental commitment. In fact, we have already seen some of the benefits of our green approach in the UK with the launch of so many Chrysler, Jeep and Dodge models with fuel-efficient diesel engines in the last few years."

"These three new designs show that we are moving all of our brands forward with a green agenda. The challenge for our designers today is to make sure that future designs stand out from the crowd, while making sure that they are eco-friendly. The designers and engineers have done a great job with this years' concepts - I imagine that it won't be too long before we see this type of technology being used on and off our streets."

The Chrysler ecoVoyager four-door, four-passenger concept was developed for customers wanting a travel experience on par with a private jet, but without a lot of fancy gadgetry. These customers seek three critical attributes: elegance, simplicity and serenity.

The ecoVoyager's front wheels are driven by an electric motor, with power primarily supplied by a lithium-ion battery pack capable of satisfying a consumer's typical daily commute of less than 40 miles. The electric motor develops 200 kilowatts (268 horsepower), enabling acceleration from 0 to 60 mph in less than eight seconds. A regenerative braking system captures energy that would normally be lost and returns it to the battery, making the Chrysler ecoVoyager concept a very efficient vehicle.

The ecoVoyager takes advantage of a range extender - in this case, a small, advanced hydrogen fuel cell -- to extend the vehicle range for longer trips. With this advanced technology, the Chrysler

ecoVoyager's total range is greater than 300 miles, while no emissions - besides water vapour -- come from the exhaust along the way.

The Jeep® Renegade concept vehicle is a sporty, "minimized" two-seater ideally suited for the all-weather fun of dune-surfing or rock-crawling. The advanced propulsion system in the Jeep Renegade concept starts with a 40-mile range lithium-ion battery pack. A range extender - in Renegade's case, a 1.5-litre BLUETEC diesel engine - allows for journeys up to 400-miles.

Renegade's BLUETEC diesel engine generates an additional 115 horsepower when needed, while greatly reducing exhaust emissions when compared to standard petrol engines. Renegade is capable of achieving an equivalent petroleum fuel economy of 110 miles per gallon, which is four-to-five times greater than an equivalent petrol-only vehicle. The Jeep Renegade concept is designed for cross-country fun and agility and with an additional electric motor powering each axle, the Renegade boasts a very capable 4x4 system - complete with low range and locking differentials -- worthy of carrying the Jeep name.

The 2008 Dodge ZEO -- Zero Emissions Operation - concept vehicle is a four-passenger, all-electric, "2+2" sport wagon that embraces the bold, emotional characteristic of the Dodge brand.

The advanced propulsion system powering the Dodge ZEO concept is electric-only with a 64 kilowatt-hour lithium-ion battery pack capable of at least 250 miles. Resting in a rear-wheel drive layout, Dodge ZEO's 200 kilowatt (268 horsepower) single-electric motor contributes to a 0-60 mph time in less than six seconds -- which rivals Chrysler's famed HEMI powerplant.

NEW TECHNOLOGY FOR OUR PROCESSES

VEHICLE PRODUCTION, USAGE AND DISPOSAL

Chrysler LLC has committed to 'greening' across the full spectrum of its manufacturing operations. In order to reduce CO2 emissions at our plants, Chrysler LLC strives to use energy as efficiently as possible and utilise low carbon energy sources wherever possible. Absolute CO2 emissions were down a remarkable 17.2 per cent from 2002 to 2006. Greenhouse gas emissions per vehicle produced were also down 4.9 per cent for the same period. In North America, our facilities reduced annual energy usage by more than 18.3 per cent from 2002 levels, and consumed 14.5 per cent less energy per vehicle than in 2002.

Chrysler LLC believes that reduction, re-use and recycling of wastes is better than disposal. The reconditioning and re-use of raw, processed and operating materials has been standard practise at Chrysler plants for many years. We are also increasingly manufacturing our vehicles with parts derived from recycled and recyclable materials. Chrysler is looking at or has already implemented the uses of paints, sealants and adhesives with low VOC (volatile organic compound) and using heating and air conditioning components which avoid HCFC refrigerants.

Two Chrysler facilities – the Newark assembly plant and the Dundee manufacturing facility – have achieved zero-waste-to-landfill status. Our facility in Mexico is the only zero waste water discharge facility in the auto industry of the region.

Chrysler's paint-to-power program at the St. Louis, Missouri, assembly plants takes dewatered paint residues and converts them to power through combustion at a nearby coal-fired utility plant. The paint solids from the two plants replace about 570 tons of coal annually and provide enough power to supply 70 homes for a year. In addition, this project prevents about one thousand tons of paint solids from going into landfills each year. Research is being conducted on the benefits of paint sludge in addressing mercury emissions from coal-fired plants.

Chrysler has been developing Powder Primer Technology for many years. We are now the world's leader in applying powder primer material to our products. This technology is one of the most environmentally friendly processes because there are no VOC (volatile organic compounds) or HAP (Hazardous Air Pollutant Emissions released into the atmosphere). This technology also allows us to recycle powder utilizing 95+% of the material with minimal waste. Other benefits realised are reduced energy consumption and improved quality. Chrysler is now further developing this technology by implementing colour-keyed exterior powder for the new Dodge Ram two-tone version.

Chrysler facilities and Corporate Environmental staff have earned certification to the ISO 14001:2004 standards, which include establishing an environmental management system to support continuous improvement in the environmental performance of our facilities.



Through the Design for the Environment process, Chrysler engineers design and engineer new products and processes to minimize the impact on the environment. This includes reducing the different types of plastics used in our vehicles, eliminating harmful substances and increasing the recycled material content in our vehicles.

Not only is Chrysler working to "green" our manufacturing operations, through the Suppliers Partnership for the Environment (SP) and in cooperation with the USEPA, we are helping our suppliers reduce the environmental footprint of the industry as a whole.

Our suppliers of production and after-sales parts are also required to be ISO14001 certified. This standard requires certificate holders to perform internal audits, submit to regular external audits and comply with all applicable environmental regulations. This is our monitoring gauge for the environmental performance of our suppliers.



VEHICLE END OF LIFE

Since 1991 Chrysler has researched recycling technologies aimed at reducing the amount of a vehicle that goes to landfill through the Vehicle Recycling Partnership. This research includes reusing materials recovered from end of life vehicles in new automotive applications, as a fuel, or in other types of consumer products.

The EU-Directive 2000/53/EG concerning the take-back of end-of-life vehicles has been implemented in the UK through the end-of-life vehicle legislation and its relevant provisions and Chrysler UK fully complies with these provisions.

In order to achieve simple disposal of each end-of-life vehicle, Chrysler maintains a nationwide network of take-back stations, which take back your used Chrysler free of charge. Our contracted dismantling operators are certified and fulfil all the legal requirements. Furthermore, they are audited according to our quality criteria and subjected to our monitoring.

Firstly, the vehicle will be de-polluted according to the legal requirements in which all of the vehicles operating fluids (e.g. oil, brake fluid) are removed and recycled. Subsequently the reusable parts and recoverable materials are dismantled. The recoverable materials such as glass, tyres and large plastic parts etc. are fed into separate recycling systems. The remaining bodywork is shredded, separated into different categories and then as far as possible lead back into the economic cycle.



A GREENER APPROACH IN THE UK

ENERGY USE AT OUR HEAD OFFICE

Energy use at our head office

A wind turbine has been installed at the Chrysler UK head office in Milton Keynes. The 20m tall, vertical axis turbine, one of only six in the country, is specially designed for urban spaces and spins wherever the wind blows from, thanks to its unique helical (twisted) design. Its high tech carbon fibre blades are designed to minimise noise and vibration. The electricity generated in one year is enough to provide the annual electric power requirements for an office of 20 people.

Energy use is also better controlled with the introduction of more energy efficient lighting, IT and other equipment in our office.

Water use, waste disposal and recycling

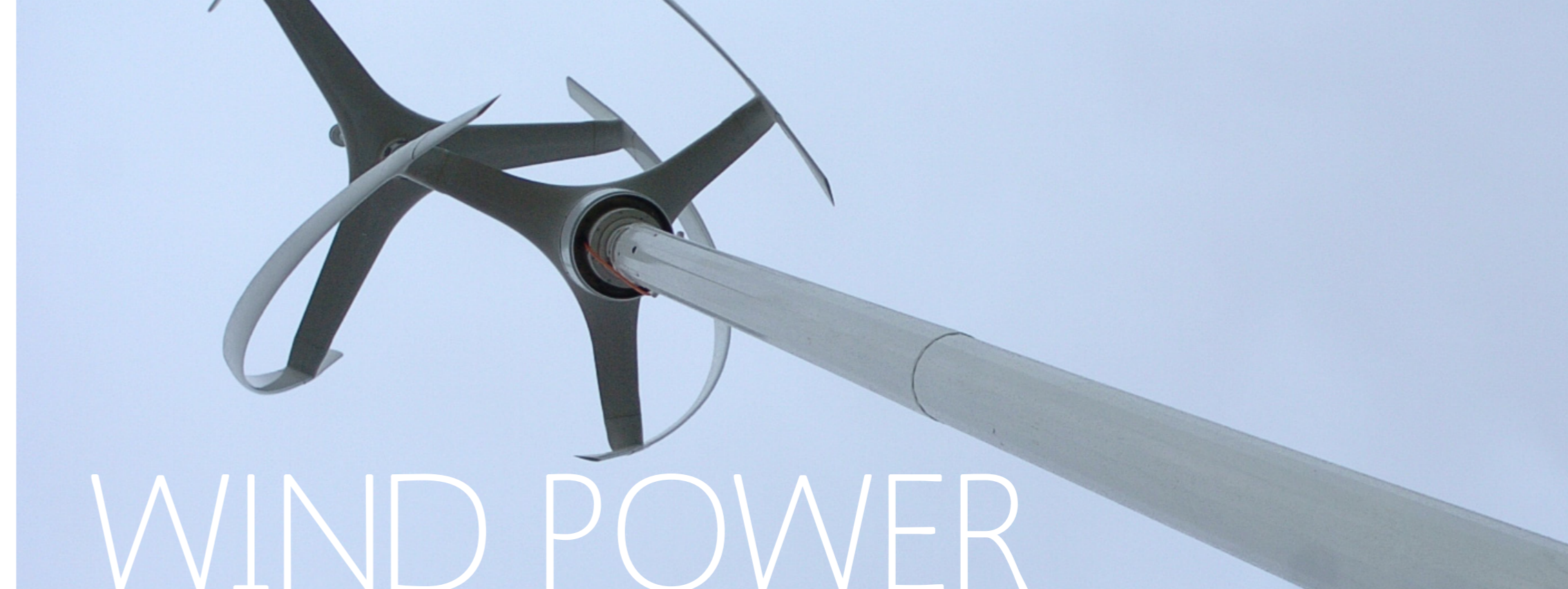
As part of its commitment to the environment, our Milton Keynes head office is exploring how a combination of wind energy, ground-source heat pumps, rainwater harvesting and solar water heating could help achieve a longer term goal of generating 10 per cent of its energy on site in the future.

Since 2006, our head office has increasingly used recycled products, as well as recycling the paper, card and packing material used across the site. Waste is now segregated, with a cardboard and plastic baler on site, glass being recycled and recycling being introduced into the offices themselves. We are also looking at a trial for the recycling of food waste.

Environmental credentials:

In November 2007 the company implemented its compliance with the ISO14001 regulations in the UK. Part of this push has seen the company develop a management strategy to build upon the already established environmental credentials of the company.

Chrysler UK is always looking to implement best practise for energy usage, and is undertaking a metering review to see where the big users of energy are within the business. Further afield, the company is looking into its supply chain network – and its emissions data – to see if any further improvements can be made.



Environmental Policy Statement: Introduction

Chrysler UK Limited recognises that a responsible approach to managing the environmental issues arising from our business activities is important to us, our customers and the community we work in. We also believe that proactive and effective environmental management will make a long-term contribution to our business.

Our Commitment

As a leading player in the automotive sector we recognise the impact of our products and operations. We are committed to continual improvement in our environmental performance and the prevention of pollution.

Implementation

We will minimise the impact of our operation on the environment wherever possible by:

- Complying with all applicable environmental laws and other relevant requirements.
- Implementing and maintaining an Environmental Management System in compliance with ISO14001.
- setting environmental objectives and targets through our management review process, progressing and integrating them within our day-to-day operational management and business improvement programmes.
- working with our business partners to minimise our environmental impacts.
- ensuring that this policy and our environmental initiatives are understood, implemented and maintained at all levels within our business and are supported by suitable education and training.
- regularly reviewing and where necessary updating this policy statement to ensure continuing suitability
- ensuring the availability of this policy both internally and externally.
- we will encourage the active participation of all employees in supporting our commitment to help safeguard our environment.



CHRYSLER UK ENVIRONMENTAL BROCHURE

Chrysler UK Limited
Tongwell
Milton Keynes
MK15 8BA

www.chrysler.co.uk
www.jeep.co.uk
www.dodge.co.uk

Telephone: 01908 301 000