

Antrepid

Introduction

To fully appreciate the 1994 Intrepid,
you must first see just how different this vehicle is.
The reason for this difference is simple:
when we began planning for this totally new
kind of midsize sedan, we saw a need to
establish new standards of design, engineering,
quality, and environmental concern.

The first step was to reinvent the way vehicles are developed. Instead of engineers and designers, marketers, and manufacturing experts all working in isolation, we organized the professionals responsible for Intrepid into an interdisciplinary 'platform team' – all working together toward a common goal.

Next, we created the Chrysler Technology Centre, the world's most advanced automotive engineering facility. Here, all critical disciplines of vehicle development work together to streamline communications and foster a new team spirit,

The results of this innovative and unprecedented effort are shown in the following pages. Here, you'll discover for yourself just how truly different the Canadian-built Chrysler Intrepid is.



Performance Art.



Beginning With Safety.

Try as a driver might, it is not always possible to avoid an accident. The people who engineered Chrysler Intrepid realize this. So, in addition to providing features that can help a driver skillfully outmanoeuvre a collision, they also have provided features

which can eliminate or reduce the possibility of injuries sustained upon impact.

Intrepid engineers chose to outfit Intrepid with standard dual

supplemental restraint system air bags.* Their ingenious installation of the passenger side air bag enabled them to leave a fully usable glove box intact... not always the case on other vehicles equipped with dual air bags.

Equally ingenious is the award-winning optional Built-In Child Seat. It folds down and out of the middle of the rear seat and offers a five-point seat belt system for use with children weighing from 9 to 30 kg (20 to 66 lb.). Extra security for older children is provided by standard child-protection rear door locks and a driver-activated lockout feature for the optional power windows.

All standard three-point seat belts for outboard seating positions feature locking retractors designed to eliminate slack and

Always wear your seat belt,



hold occupants more securely in their seats during an accident. To keep the belts from slipping, there are cinching latchplates.

To make front seat belts easier and more comfortable to use, Intrepid incorporates easily adjustable turning loops which position the shoulder strap comfortably across your chest. Seat belts are anchored to the seat frame and move with it to stay conveniently within reach when seating adjustments are made.

The front seats themselves were designed to better support and hold their occupants during a collision and to position them at an angle which maximizes the effectiveness of the safety "knee blocker" design of the Intrepid instrument panel.

As impressive as all these safety features are, they can only prevent serious injury



if the vehicle itself absorbs and properly channels the force of an impact away from the passenger compartment. To ensure the optimal efficiency of such a design, the Intrepid design team employed the latest computer

modelling technology to create a stronger, more solid Unibody and to simulate vehicle crashes long before actual vehicle crash testing began.

The result is that, in addition to the bumpers and side door beams (both incorporating ultra-high-strength steel), Intrepid offers front and rear "crumple zones" which systematically accordion upon impact to help absorb the energy of a collision and help minimize its effects upon the vehicle's occupants.







Form, Function, Comfort.

Intrepid passengers may never have heard of "Cab-Forward" design, but they'll immediately appreciate its major benefit: roominess. Thanks to Cab-Forward configuration, large, wideopening doors allow effortless entry and exit. And, by moving the wheels to the vehicle's corners, generous legroom is provided for rear seat, as well as front seat, passengers.



With the rear wheels moved back and set farther apart, the engineers were also able to provide outstanding hiproom and shoulder room – enough so that three adults can comfortably occupy the rear seat.

That concern for roominess even extends to the Intrepid 470-litre (16.7 cu. ft.) low-liftover trunk.





Within Sight. Within Reach.

Just one look makes it apparent that 1994 Intrepid is clearly a driver's car.

With the exceptional sightlines provided by the low hoodline and Cab-Forward configuration, Intrepid gives the driver a seating position in "command of the road." Which means enhanced visibility not just ahead, but in all directions.



Instead of sinking into a too-soft cushion, front-seat occupants benefit from firm and supportive standard individual seats. The large, highly readable, black-on-white full analogue instrumentation is clearly visible through the steering wheel. Supplemental information can be provided by the message centre* and an optionally available overhead console with five-function trip computer, compass, and outside temperature readouts.

Optionally available power window, mirror, and door lock controls are shaped for fingertip activation within easy reach on the driver's door — and highlighted at night by unique LED indicators. Included in the power window option is "one-touch-down" control for the driver's side. Electronic speed control* switches are handily located on the steering wheel spokes.

*Standard on ES, optional on Base Intrepid.



Leaving The Competition Behind.





Its Power Is In The Details.

The standard Intrepid engine is a 3.3-litre 12-valve 60-degree V6 which produces 120 kW (161 horsepower) and 245 N·m (181 lb-ft) of torque for brisk acceleration while operating on regular unleaded fuel (87 octane). It features sequential Multi-point fuel injection for optimal fuel delivery and a distributorless ignition system for reduced maintenance.



The optional performance engine, detailed here in cutaway form, is a 60-degree 3.5-litre V6 designed specifically for the Intrepid platform. It features four valves per cylinder for maximum performance efficiency and generates 160 kW (214 horsepower) and 300 N·m (221 lb-ft) of torque.

The 3.5-litre engine has been outfitted with many high-performance features usually found in racing engines. Among these features are a forged crankshaft and cross-bolted main bearings for increased durability, a water pump with curved blades for reduced horsepower loss, and a windage tray for improved crankshaft lubrication.

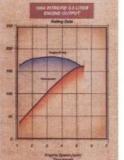
Other important features include dual knock sensors, which allow the engine to run on mid-range unleaded fuel (87 to 91 octane), computer-designed, weight-balanced connecting rods for improved performance, and floating piston pins for smooth operation and long life.

Like the standard 3.3-litre V6, the 3.5-litre features sequential Multi-point fuel injection and a distributorless ignition. Both engines are mated to a new electronically controlled four-speed automatic transaxle which features exceptionally smooth, precise shifts.

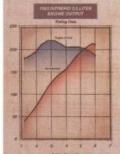
Software programming optimizes shift points, while fully adaptive electronics adjust the interaction of components.

In fact, the transaxle actually "learns" about how an individual driver drives and





A standard 3.3-litre overhead walve V6 engine produces 120 kW (161 horsepower). The optional 24-valve 3.5-litre V6 features racing technology such as a forged crankshaft and a windage tray.





f good things occurs.

he vehicle look sleek and enjoy the considerable benefits of improved also gains interior volume and increased roadability. Here's why.

e distance between the wheels increases the wheelbase which, in turn, aracteristics. It also allows wider doors for easier entry and exit as well legroom.

eels further apart makes the vehicle wider, thus increasing hip and shoulder ick also results in more stable handling.

benefits, which are a direct result of the Cab-Forward configuration, hrysler Intrepid unlike any other automobile you have ever driven...

three adult passengers in full comfort or two adults when the optional Built-In Child Seat is in use.

Large rear doors open wide for easy entry and exit, since Cab-Forward design moved the rear wheels back to minimize wheel well intrusion.

A long 2870 mm (113 in.) wheelbase enhances ride characteristics while providing exceptional rear legroom.

design features easy-to-reachand-use controls, full analogue instrumentation, precisely adjustable seats, a standard tilt steering column and a "command of the road" seating position.

Standard dual air bags* supplement the front restraint systems to help prevent serious injury in the event of a frontal collision.

The luggage compartment features a 470-litre (16.7 cu. ft.) capacity, a low-liftover design and a spare tire well capable of holding the conventional full-size spare tire which is available as an option.

ultra-high-strength steel bumper and a "crumple zone" engineered into the Unibody to help dissipate the energy generated by a collision well before it reaches the passenger compartment.

Rear impact protection includes an ultra-high-strength steel bumper and a Unibody "crumple zone" engineered to help dissipate the energy generated by a collision well before it reaches the passenger compartment.

compact gas-charged MacPherson struts and a double ball joint stabilizer bar for excellent handling characteristics.

A standard four-speed automatic transaxle features electronic controls for smooth, precise shifts.

Full independent multi-link rear suspension features gas-charged Chapman struts and a stabilizer bar for excellent ride and handling characteristics.

features an overhead cam design, 24 valves, sequential Multi-point fuel injection and an active tuned intake manifold for smooth, responsive performance.

Optional four-wheel disc anti-lock brakes help prevent wheel lockup to help maintain steering control during hard braking on poor or slippery road surfaces.

Computerized traction control gives front-wheel drive even better grip on slick or slippery surfaces during low-speed acceleration. Optional on Intrepid ES.

Inside Intrepid.

3.3-litre and 3.5-litre V6 engines are mounted longitudinally for more efficient packaging and improved overall dynamic balance.

Solar Control glass windshield and backlight reduces the effects of the sun's infrared energy by 15 percent to help keep the Intrepid interior comfortable.

Engine Cooling System features a highly efficient two-speed electric radiator fan and a brazed aluminum radiator for long life and low weight.

Short-throw ignition switch features bright halo lighting, plus easy key insertion, key removal and ignition locking functions.

Intermittent speed-sensitive wipers feature a new fluidic washer and a powerful pump to provide greater water pressure and water flow for better cleaning and reduced chance of cold weather freeze-up. The washer fluid reservoir has a 4.5-litre (one gallon) capacity.

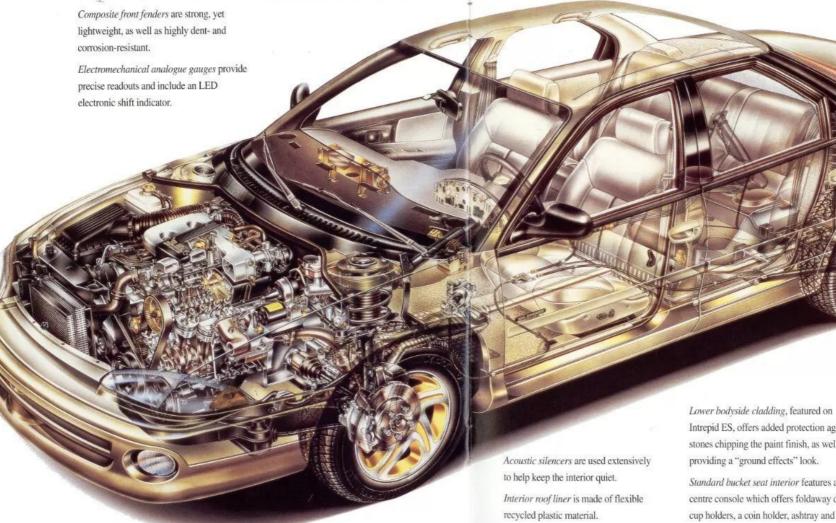
Standard bodyside mouldings are properly

positioned to help protect against door dings

and other parking lot damage.

Tamper-resistant odometer is supplemented by a computer memory system which stores information should the odometer become disabled.

Large aerodynamic door mirrors provide a generous field of vision.



Towing capability of up to 900 kg with no special equipment needed over 450 kg (1000 lb.) must be eq with its own brakes.) See Owner's for more details.

Full-width taillight/reflector featu neutral density, wraparound desig optimal visibility.

68-litre (15 Imp. gal.) fuel tank is yet lightweight and corrosion-resi and provides an extended driving Steel-belted radial tires and whee match-mounted and precision-bal during assembly to ensure excepti

ride quality and feel.

Intrepid ES, offers added protection against stones chipping the paint finish, as well as providing a "ground effects" look.

Standard bucket seat interior features a centre console which offers foldaway dual cup holders, a coin holder, ashtray and lighter, plus bins for cassette or compact disc storage.

Interior lighting system incorporates a unique "fade-to-off" feature.



Manufacturing Process.

The Bramalea assembly facility, located in Ontario, is more than just one of the newest and most technologically advanced manufacturing facilities in the world.

While Cab-Forward represents a fresh new approach to automotive design, Bramalea demonstrates a whole new quality methodology for building automobiles. It is also powerful proof that people are still the heart and soul of product quality.

The leaders of the Intrepid platform team realized that the only way to ensure new standards of quality for the vehicle they were creating was to bring representatives from the manufacturing process into the earliest planning stages.

As part of the cross-functional platform team, fifteen Bramalea assembly plant employees worked full-time on the development of the Intrepid. Quality improvements resulting from easier assembly were directly attributable to design refinements recommended by these production workers during the simultaneous engineering development phase.

Over seventy Intrepid prototypes were built at a special pilot plant in order to verify processes and tooling. As many as eighty Bramalea employees were involved in the assembly of these prototypes.

Among the new assembly procedures scratches and dents. Worker ergonomics are introduced for the Intrepid was modular also facilitated by the use of pallets on which chassis subassemblies, or modules, are built. construction. Each Intrepid includes over seventy preassembled modules built by

Sealing/Antichip

Primer Surfacer

14 Curing

12 Sealing of joints

15 Quality review

13 Chip-resistant primer

To help maximize worker safety and vehicle quality, all welding and painting is done by sophisticated robotics, as is windshield and back window installation.

The Intrepid electrical components are tested right on the assembly line using a six-stage sequential testing procedure developed by a team of our Bramalea employees and Chrysler engineers.

Painting

16 Cleaning

17 First colour coat

19 Quality review

20 Clear Coat 21 Curing

18 Second colour coat

Quality

Inspection

Exterior Colours



Black Cherry Pearl Coat



Radiant Fire Clear Coat



Radiant Red Metallic Clear Coat



Light Driftwood Satin Glow Clear Coat



Char-Gold Satin Glow Clear Coat



Teal Pearl Coat



Medium Water Blue Satin Glow Clear Coat



Emerald Green Pearl Coat



Black Clear Coat



Intrepid's 21-Step Paint and Finishing Process

Chrysler divisions as well as a small

group of select suppliers who also

worked with the Intrepid team from the

Another innovation is the assembly

of vehicles with their doors off to help

improve worker ergonomics and prevent

very beginning to ensure the highest quality

Preparation

components possible.

- 1 Pre-cleaning
- 2 Main cleaning
- 3 Surface conditioning
- 4 Phosphating 5 Recycled rinse
- 6 Fresh deionized rinse
- 7 Quality review

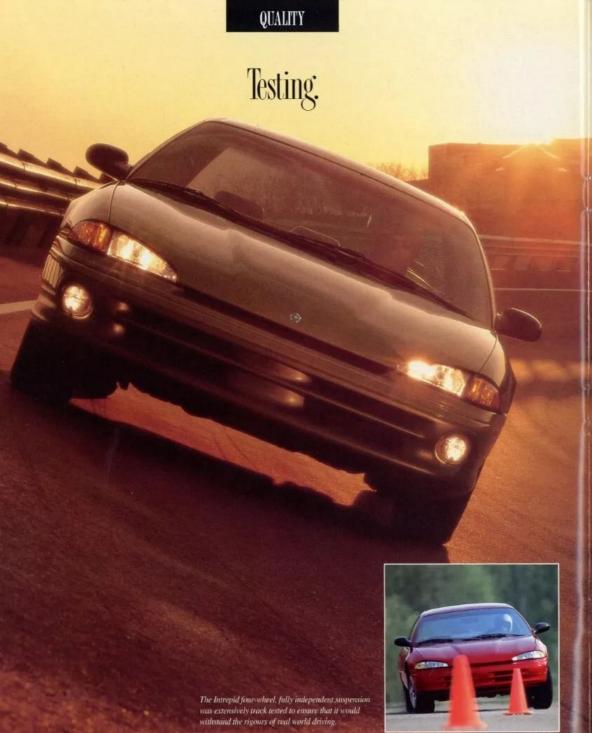
Electrocoating 8 Electrocoating

- 9 Recycled rinse
- 10 Quality review 11 Curing





Bright White Clear Coat



To survive in the real world of everyday driving, vehicles must contend with the ravages that kilometres of driving and years of extreme weather bring. To understand how well Intrepid would hold up under conditions ranging from typical to terrible, a rigorous test program was conceived to simulate these conditions during an accelerated time frame.

For instance, extensive salt spray tests simulated long-term exposure to corrosion-inducing factors. Intrepid prototypes were run through a "corrosion cycle" at a special corrosion facility located in the Chelsea, Michigan proving grounds.

In this cycle, the vehicle is continually soaked in a saltwater spray booth. It is removed from the booth periodically, driven behind a special gravel spray truck and then returned to the salt spray chamber. This routine forms one cycle. By punishing a vehicle in this manner, running two cycles per week, the testing can duplicate a vehicle's 10-year corrosion cycle in just 18 months.

Other tests took Intrepid miles into the mountains, the scorching desert and to Northern Ontario to ensure its ability to withstand the rigours of summer and winter driving at their very worst.

What these tests did was allow engineers to modify or fine-tune components to deal with the extremes encountered, so that production vehicles could pass their own, real world "tests" with flying colours.



The four-wheel independent suspension produces a smooth ride as well as superb handling.

Intrepid Features And Specifications

STANDARD AND OPTIONAL EQUIPMENT	погери ге	
NTREPID TEM	INTREPID	ES
Air Bag System, Driver's side – Integral with steering wheel; passenger's side – located in the instrument panel	S	
Air Conditioning – Manual temperature control with rear seat ducts	S	
Automatic temperature control with rear seat ducts	NA	(
Air Conditioning/Heat Ducts Rear Seat – Adjustable, located in the back of centre console with backet seats; located in		
floor with 50/50 seat option	S	
Alternator – 90-amp	S	
Antenna – Fixed: rear, black	S	
Power: included with premium radios Appliqué – B-pillar: Gloss Black	- 0 S	
Ash Receivers – Front and rear	S	
Battery – 500-amp maintenance-free with integral test indicato		
Bodyside Cladding - Colour coordinated or body colour, depending on exterior colour	NA	
Brakes – Power, front disc/rear drum	S	N
Power, four-wheel disc	NA	
Power, four-wheel disc with anti-lock (ABS)	0	(
Carpeting – Passenger compartment: colour-keyed,		
trunk area: grey	S	5
Cargo Net - Luggage compartment	NA	5
Child-Protection Rear Door Locks	S	5
Child Seat - Built into centre of rear seat	0	(
Child-Seat Anchorage Provision	S	5
Chimes – Key-in-ignition, fasten seat belt, headlights on	S	5
Cigarette Lighter Clock, Digital – Integral with all radios	S	S
Coat Hooks – Rear (two): integral with rear courtesy lights	S	5
Console – Full, centre floor with armrest, transmission shift selector, dual cup holders, tape/CD storage, coin holder; (console deleted with 50/50 front seat option; column		
shift replaces console-mounted shifter) Overhead – Full: includes compass, outside temperature,	S	5
travel trip computer, sunglasses and garage door opener storage receptacles	0	C
Corrosion Protection – Composite (non-steel) front fenders, urethane protective coating on lower body panels and extensive use of galvanized steel	S	S
Cup Holders - Front (two): integral with centre console	S	S
(in armrests with 50/50 seat option) Daytime Running Lights	S	S
Deck Lid Release – Power (switch located in glove box)	0	S
Defroster – Rear window electric	S	5
Demisters – Front door windows	S	S
Door Handles - Flush-mounted	S	S
Door Locks Power (Rolling auto-lock feature programmable by dealer)	0	0
Door Seals - Full perimeter, dual, with third seal on door upper frame	s	S
Engine – 3.3-litre OHV sequential Multi-point electronic fuel injection 60-degree V6	S	S
 3.5-litre OHC 24-valve sequential Multi-point electronic fuel injection 60-degree V6 	О	0
Engine Block Heater	S	S
Exhaust System – Stainless steel	S	S
Floor Mats – Front and rear	S	S
Fog Lamps	NA S	S
Fuel Filler Cap – Tethered Fuel Tank – 68 litres (15 Imp. gal.); curbside fuel filler door	S	S
Glass, Tinted - All windows including solar control windshie	ld	
and backlight Glove Box – Locking with light	S	S
Headlights, Dual Halogen - Composite, aerodynamic, include	s	
on-board "bubble level" for headlamp aiming	S	S
leater and Defroster	S	S
Hood - Counterbalanced, remote release, insulation pad	S	S

Hom – Dual-note	S	S
Illuminated Entry System – In combination with remote keyless entry	0	0
Instrument Cluster – Analogue: includes 240 km/h speedometer tachometer, dofumeter, trip odometer, electric PRNDL; gauges for fuel level, engine coolant temperature; warning lights for brakes and parking brake, low oil pressure, high engine coolar temperature, check engine, charging system, low fuel, seat belt, air bug		S
Key - Double-bitted with valet feature	S	S
Keyless Entry	0	0
Lights – Exterior: dual aerodynamic composite halogen beadlights; integral park and turn with partial amber lens; front and rear side markers; "full-across" taillights	s	s
Interior: dual front reading/courtesy overhead; dual rear courtesy; (courtesy lights feature "fade-out" and (four) door courtesy on ES), glove box, ignition switch with	6	
time-delay, ash receiver, trunk, underhood Message Centre – Graphic displays for low washer	S	S
fluid, door ajar and deck lid ajar	0	S
Mirrors – Exterior: dual manual remote	S	S
Dual power remote control heated, non-foldaway, gloss black	0	0
Interior: rearview day/night; dual visor vanity with		
hinged covers	S	S
Rearview with automatic day/night feature	NA.	0
Dual illuminated visor vanity Mouldings – Belt, black; side window, black; windshield and	0	o s
backlight, black, flush-mounted; bodyside cladding on ES Multifunction Control Lever – Mounted on steering column, includes controls for turn signals, intermittent wiper/washer,	S	2
headlight dimmer and day/night flash-to-pass feature	S	S
Pockets - Map, front doors (seatback map pockets on ES)	S	S
Power Assists - Brakes	S	S
Decklid release	0	S
Door locks	0	0
Keyless/illuminated entry	0	0
Mirrors - Heated	0	0
Seat - Eight-way, driver	0	0
Seat – Eight-way driver and passenger	NA	0
Steering - Rack and pinion	S	S
Speed proportional	0	S
Sunroof ¹	0	0
Windows - With driver's side one-touch-down feature	0	0
tadio - AMFM stereo electronically tuned with four speakers and seek feature	s	NA
AM/FM stereo cassette with seek feature	0	S
AM/FM stereo electronically tuned; with scan, up-and-down seek, Dynamic Noise Reduction, a sasette tape player, Dolby Noise Reduction, joystick balance/ader speaker control, five-band graphic equalizer system.		0
AM/FM stereo electronically tuned; with scan, up-and-down seek, Dynamic Noise Reduction ⁽¹⁾ integral compact disc playe Dolby B ⁽²⁾ Noise Reduction, joystick balance/fader speaker		
control, five-band graphic equalizer	0	0
temote Keyless Entry System	0	0
eat Belts – 3-point lap/shoulder belts at outboard positions, front (2), rear (2) with adjustable turning lsops on front shoulder belts to optimize comfort for persons of differing heights; lap belt at centre position, rear (also front on Intrepid with 50/50 optional seating)	S	s
eats – Front: Cloth bucket reclining with adjustable head restraints	S	NA NA
Premium cloth buckets with driver's side manually adjustable lumbar support, reclining seatbacks, adjustable head restraints,		
seatback map pockets	NA	S
50/50 individually adjustable for three-across seating, reclining seatbacks, adjustable head restraints, individual centre armrests with built-in cup holders; in combination		
with column shifter (centre console is deleted)	0	NA
Leather low-back buckets with eight-way power driver		

Built In Child Sast (employee control remove on Interest ES)		
Built-In Child Seat (replaces centre armrest on Intrepid ES) (not available with leather trim)	0	0
Eight-way power driver's seat	0	0
Eight-way power driver's and passenger's seats	NA	0
Rear - bench	S	NA
Rear - contoured rear seatback with folding centre armrest	NA	S
Security Alarm System	NA	0
Speed Control - Electronic	0	S
Steering Column - Tilt	S	S
Steering, Rack and Pinion - Power-assisted	S	S
Speed proportional	0	5
Steering Wheel - Two-spoke, with integral air bag	S	S
Leather-wrapped, two-spoke, with integral air bag	NA	0
Stoplight – Supplemental centre high-mounted (CHMSL)	S	S
Sunroof – Power, with mini-overhead console [†]	0	0
Sun Visors - Cloth: driver and passenger with covered vanity mirrors	s	S
Secondary sun visor, located behind main sun visor, pivots separately; one visor can be used to block sanlight through the windshield and one for use at the side window	0	0
Suspension – Front: Touring-tuned includes gas-charged MacPherson struts, antisway bar	S	S
Rear: independent multi-link with Chapman struts antisway bar and gas-charged shocks	s	S
Performance handling	NA	0
Tires - P205/70R15 steel-belted radial, black sidewall All-Season	1 S	NA
P225/60R16 steel-belted radial, black sidewall All-Season touring	0	S
P225/60R16 steel-belted, All-Season Performance	NA	0
Spare, compact T135/80D15	S	S
Spare, conventional (replaces compact spare)	0	0
Traction Control - Low-speed	NA	0
Transaxle – Four-speed electronically controlled automatic with lockup torque converter	s	S
Wheels - 15" steel with full wheel covers	S	NA
16" Polycast with full wheel covers	0	NA
		9.70.0
16" cast aluminum wheels (set of four)	NA	S
Windshield Wipers – With speed-sensitive, variable intermittent wipe feature	S	S
Windows - Power, with driver's side one-touch-down feature	0	0

Type – 60-degree	OHV	Single OHC 24-valve	
Fuel Delivery	SMPI	SMPI	
Net power − kW (bhp) @ rpm	120 (161) @ 5300	160 (214) @ 5800	
Net torque - N·m (lb-ft) @ rpm	245 (181) @ 3200	300 (221) @ 2800
Bore and stroke mm (in.)	93 (3.66) 81 (3.19)	96 (3.78) 81 (3.19)	
Compression Ratio	8.9:1	10.5:1	
EXTERIOR DIMENSIONS, WEIGHT	TS AND CAPACITIES	mm	in.
Wheelbase		2870	113.0
Overall Length		5125	201.7
Overall Width at body		1890	74.4
Overall Width at mirror tips		2045	80.6
Overall Height		1425	56.2
Track - front/rear		1574	61.9
Turning diameter - curb to curb - metres (feet)		11.5	(37.7)
Curb Weight – kg (lb.) – Intrepid Intrepid ES		1452 1496	(3201) (3298)
Luggage Load - kg (lb.)		52	(115)
Maximum Towing Capacity - kg (lb.)		907	(2000)
Vehicle total carrying capacity (passengers and luggage) – kg	(lb.)	460	(1015)
SMPI - Sequencial Multi-Point Facil Insection	OHC - Overhead Camelada	OHV - Overh	and Value

3.3-LITRE V6

3.5-LITRE V6

ENGINE SPECIFICATIONS

INTERIOR DIMENSIONS	mm	in.
Front - Headroom	975	38.4
- Legroom (max.)	1075	42.3
- Shoulder room	1500	59.0
- Hiproom	1425	56.3
Rear - Headroom	945	37.2
- Legroom (min.)	985	38.7
- Shoulder room	1495	58.9
- Hiproom	1490	58.7
Usable luggage space – litres (cu. ft.)	470	(16.7)

Standard on Intrepid – all-cloth front bucket seats with reclining seatbacks and adjustable head restraints. Rear full bench without armrest.

Standard on Intrepid ES –
Premium cloth front
bucket seats with driver's
side manually adjustable
lumbar support, infinitely
adjustable reclining seatbacks,
adjustable head restraints, seatback
map pockets, contoured rear seatback
with centre armrest. Shown here with optional
Built-In Child Seat which replaces armrest.

Optional on Intrepid –
Front 50/50 split bench
seating. Includes
adjustable front headrests,
manual recliner with infinite
adjustment and centre lap belt.
Rear full bench.

Optional on Intrepid ES – leather-faced front bucket seats with 8-way power adjustments for both driver and passenger, and leather shift knob.



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Producing An Ownership Experience As Special As Intrepid.



Chrysler believes that you shouldn't have to buy an expensive luxury car or an exotic sports car to receive special treatment from your dealer. You just have to buy a new Chrysler. To make its point, Chrysler Canada is spending several million dollars on Customer One, an intensive, all-encompassing training program designed to educate everyone, from its dealership employees to corporate managers, in the new corporate culture taking root at Chrysler. The most tangible example of that new culture has been the Intrepid. Now, that culture will extend to how you're looked after by every employee at every dealership.

We realize that a new attitude alone won't make maintenance and repairs faster and easier. That's why extra care has been taken to equip Intrepid with new diagnostics and to equip dealers with the tools and the training their service departments need to use them. In the end, all this training, some of which is conducted right in the Chrysler Technology Centre, will help ensure that no one will be able to serve you better in the selection and maintenance of your next new vehicle than your Chrysler dealer.

Owner's Choice Protection Plan

Warranty coverage is a big part of the ownership experience. That's why Chrysler offers the industry's first owner's choice protection plan which lets you, the buyer, choose between a 1-year/20,000-kilometre basic warranty coverage combined with a 7-year/115,000-kilometre powertrain warranty, or a 3-year/60,000-kilometre bumper-to-bumper warranty. Your choice, and with no deductible. See your dealer for details.

Chrysler Service Contracts

Additional peace-of-mind protection for Intrepid owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and distance combinations to meet your particular driving needs.

Mopar Customer Care

There's only one way to keep your Chrysler Intrepid performing at its optimum. Just make sure it's serviced regularly at your Chrysler dealer. That's where you'll find factory-trained technicians specially trained and equipped to maintain and repair your new Intrepid.

They've been provided with the tools and diagnostic equipment needed to service your Intrepid quickly and correctly. And they have immediate access to a complete stock of genuine Mopar parts which can make the difference between trouble-free driving and the unacceptable alternative.

Mopar Parts

Mopar parts are the first choice of Chrysler engineers for use in your new Intrepid. When replacement is necessary, be sure to specify genuine Chrysler parts.

Mopar Accessories

Popular Mopar accessories, such as a ski carrier and a compact disc changer are available for Intrepid models. (See your dealer for a complete list and availability.)

Purchase Alternatives and Assistance

More and more consumers are considering leasing as a financial alternative to buying. Some of the benefits include: lower monthly payments, more vehicle for the money and a new vehicle more often. Chrysler Credit and Chrysler Leasing offer a variety of finance plans including Gold Key Lease, Chrysler Leasing System, College/University Graduate Plans, Retail Financing, and more. Ask your salesperson for details.

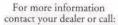


Chrysler Canada dealerships are equip sophisticated computer systems to assiservicing of Intrepid.

Physically Challenged Assistance

This program provides assista the purchase and installation of a driving aids or passenger equipm 1994 Intrepid models. For furthe see your dealer.





For more information contact your dealer or call: 1-800-361-3700