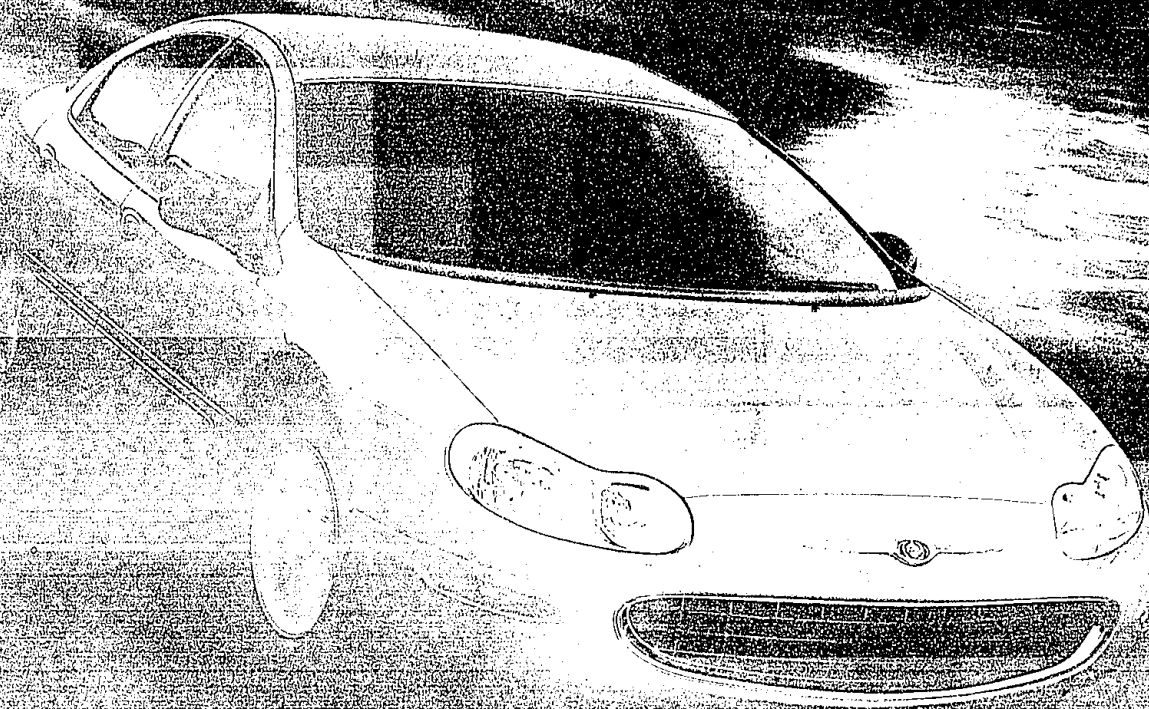


Landmark design meets benchmark quality.



"Best Premium Midsize
Car in Initial Quality."



—J.D. Power and Associates

Sometimes you can get the best of both worlds. Based on overwhelmingly positive responses from actual car owners, Concorde's initial quality has been recognized by J.D. Power and Associates.* And now a Concorde LX—including standard features like a dual overhead cam V6, four-wheel independent touring suspension, Remote Keyless Entry and an eight-way power driver's seat—is available at an incredibly low lease rate. Want to know more? Call us at 1.800.CHRYSLER, or visit our Web site at www.chryslercars.com.

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\$289**

a month for 36 months
\$2,094 due at lease signing
(plus tax, title and license)



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CHRYSLER CONCORDE

*The Chrysler Concorde was the highest ranked premium midsize car in the J.D. Power and Associates 1998 Initial Quality Study, 2nd Study, at a level of 11.1% of 10,117 consumer complaints per owner reported and owned during the first 90 days of ownership. **For qualified lessees. Based on MSRP lease rate of \$289. Concorde LX with 22C pkg. Assumes driver participation of \$950, which may affect lease price. Due at signing, does not include \$1,000. Minimum payment is \$289 per month plus tax, title and license of \$100. For each mile over 12,000 miles per year, if vehicle returned at the end of term. Dealer has to sign.