

# Chrysler Corp. stakes a bundle on LH line

The year 1993 has long had a red circle around it on the Chrysler Corporation's calendar. This is the year the pentastar company introduces the product

line expected to define the company in the 1990s: the Dodge Intrepid, Chrysler Concorde and Eagle Vision. They're codenamed the LH sedans, and about \$1.5 billion has been

spent on their production.

"Our new LH sedans have been developed to be world-class in every respect, taking on the best competitors in their

class, regardless of whether they're from Japan, Europe or America," said Chrysler Chairman Lee Iacocca.

Chrysler has positioned its LH line to compete against world-class sedans in the world like the Ford Taurus and Honda Accord. An expanse of interior room was made possible by pushing the rear wheels rearward on the vehicle, while extending the base of the windshield forward. The car line also features dual air bags, anti-lock brakes on most models, a 113-inch wheelbase, and a more rigid body.

Other features include: Chrysler's first domestically-produced 24-valve engine, a new, multi-point injected 3.6 liter SOHC V-6 with 214 horsepower will be offered standard on all other models. A standard 3.3 liter V-6 is also offered.

Intrepid, Concorde and Vision will offer five passenger seating with front bucket seats. Intrepid will also offer a front-bench seat arrangement for six-

passenger capacity.

The climate control system is totally new, and Chrysler calls it the "most versatile and powerful system yet devised" by the company.

A cab-forward design, which entails taking the entire interior cabin of a vehicle and moving it forward, extending the windshield over the front wheels, while moving the rear wheels close to the rear of the car. Interior space is thus increased.

Each car line was designed with its own identity: the sporty Intrepid, the tough Vision, and the upscale Concorde. The cars will be built in Chrysler's Brampton, Ont. plant, and the engines will be manufactured at the Trenton Engine Plant.

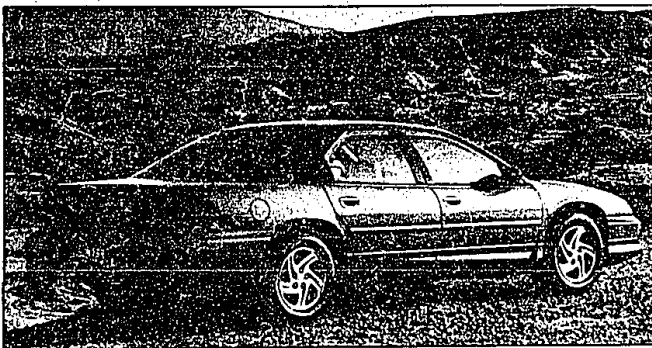
Of the Intrepid, *Car and Driver* magazine said: "In a word, Chrysler's futuristic four-door is a keeper." The magazine had relatively minor beefs about the stereo and climate control knobs, wind and road noise leaks, and a jerky cruise control. But overall, "The Intrepid in

ES trim is terrifically roomy and comfortable, yet resolutely quick and poised — indeed Intrepid," the publication said.

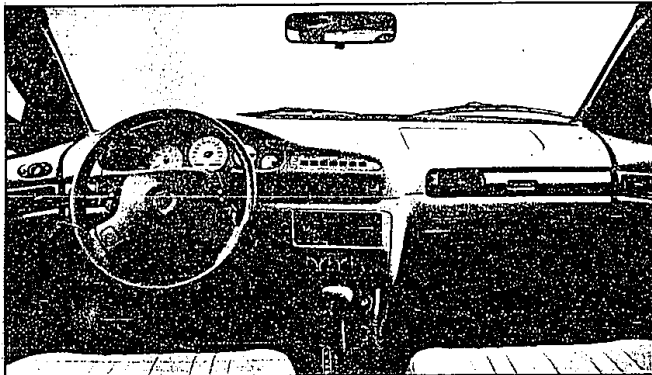
According to Bob Faust, general sales manager for Dick Scott Dodge in Plymouth, the LH cars arrived on his showroom floor in November, and the cost, depending on options, ranges from \$16,000 to \$24,000.

"The LH series is probably the most fabulous car ever put out by the Big Three," Faust said. "It offers superior quality and value." He said initially, production has been slow so the automaker can maintain quality.

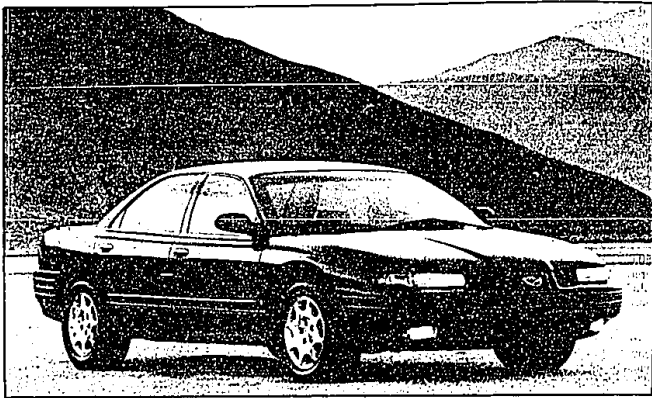
"The LH in one sense, is our chance to re-establish the feeling that we can perform in the car business as well as anybody," said Francois J. Castaing, vice president — Vehicle Engineering. "That's our primary objective. Of course, it's not a make or break proposition for the company because it's only one car line. We're not betting the company, but sure enough we're betting our self-esteem."



The 1993 Dodge Intrepid



An interior view of the Intrepid.



The 1993 Eagle Vision.

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