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Walter P. Chrysler Museum Gift Shop Gears Up With *Hot Rods and Cool Mods* Merchandise

Auburn Hills, Mich. - The array of *Hot Rods and Cool Mods* merchandise available in the Walter P. Chrysler Museum gift shop sizzles nearly as much as the vehicles themselves.

To commemorate the special exhibition of more than two dozen exquisitely crafted, exotic vehicles, running through Aug. 20, 2006, the Museum's gift shop is stocked with exclusive and hard-to-find collectibles and souvenirs.

Serious collectors will admire a variety of die cast models in 1/10, 1/18, 1/24 and 1/64 sizes, including several Chrysler 300C, Dodge Ram and Dodge Magnum models and Johnny Lightning and Road Rat assortments.

Collectors with an artistic flair will appreciate the Chrysler Design Gallery featuring original Chrysler Design Office art, limited edition vehicle prints and the Chrysler Designer Collection, a series of stylized vehicle sculptures.

Those who wear their passion proudly can opt for rod- and mod-themed shirts, ties and other bold apparel featuring Chrysler, Jeep®, Dodge, Plymouth, MOPAR® and HEMI® brands.

Well-read enthusiasts can escape in any number of collector and how-to books including:

- 50 Years of Hot Rod
- Hot Rod: An American Original
- Hot Rodders Guide to Chrysler Performance Upgrades
- The Big Book of Barris
- The Big Box of Monster Garage

Rod and mod enthusiasts can enhance their collections with a selection of jewelry, watches, tie tacks and lapel pins, keychains and other gift items.

The gift shop is located on the main level of the Walter P. Chrysler Museum, at the corner of Featherstone and Squirrel Roads on DaimlerChrysler's Auburn Hills, Mich. complex. The shop is open during regular Museum hours: 10 a.m. – 6 p.m. Tuesday – Saturday and noon – 6 p.m. Sunday. Checks, MasterCard and VISA are accepted.

The Museum accepts orders by phone (248.944.0434) or fax (248.944.0460). Sales tax is added according to the rate in the customer's state (6 percent in Michigan). Shipping is \$4.95 for packages up to 15 pounds and \$4.95 for each additional 15 pounds. To view

Hot Rods and Cool Mods merchandise and the Chrysler Design Gallery, as well as other gift shop items highlighting DaimlerChrysler's American heritage, visit www.chryslerheritage.com.

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Additional information and news from the Walter P. Chrysler Museum is available on the Internet at www.chryslerheritage.com

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