

October 04, 2005

Contact: Pat Adanti-Joy, 586-939-3429  
pat.joy@comcast.net

## **Walter P. Chrysler Museum Spotlights Vehicle Customization With *Hot Rods and Cool Mods*, Oct. 8, 2005 – Aug. 20, 2006**

**Auburn Hills, Mich.** - *Hot Rods and Cool Mods* has roared into the Walter P. Chrysler Museum in Auburn Hills, Mich., and will run through August 20, 2006.

This special exhibition features more than two dozen exquisitely crafted, exotic vehicles that showcase the past, present and future of the customization hobby. The collection of hot rods, rat rods, resto-rods, tuners and “blinged” vehicles salutes the Chrysler vehicles and designs that have inspired personalization, as well as the creativity of MOPAR® enthusiasts and the many ways they’ve enhanced their vehicles over the years.

“The success of Chrysler Group Design is rooted in the fact that we are a collection of people who are passionate about vehicles; we are true car fanatics,” said Trevor Creed, Senior Vice President – Chrysler Group Design and chair of the Walter P. Chrysler Museum advisory board. “Our designs exemplify that passion and that of the many MOPAR enthusiasts out there. We have a like mindset leading both groups, enabling us to harness a great deal of creativity.”

Spanning more than 70 years, *Hot Rods and Cool Mods*’ impressive array of one-of-a-kind vehicles includes:

- 1932 Chrysler Coupe small-block-powered street rod
- 1932 DeSoto HEMI®-powered rat rod
- The High and Mighty Ramchargers drag car (replica, powered by a 392 HEMI® engine)
- 1969 AMC George Barris-designed AMX
- 1970 Road Runner “Hammer” Pro Touring muscle car
- 2001 PT Cruiser Panel concept
- 2005 “blinged” Chrysler 300
- Numerous MOPAR Speedshop-inspired custom vehicles

“*Hot Rods and Cool Mods* is a great expression of the passion, enthusiasm and creativity shown by generations of car enthusiasts. These are the people who can’t just drive their cars. They have to open the hood and play a little and make it truly theirs,” said Chris Cortez, Chrysler Group, Senior Vice President - Global Service and Parts. “The vehicles on display at the Walter P. Chrysler Museum are an impressive collection of vehicles from multiple eras and represent the best in vehicle customization and personalization.”

*Hot Rods and Cool Mods* is the Museum’s most ambitious special exhibition to date. It will run nearly a year with continual vehicle changes, creating a virtually new show every

few months. Bold, colorful graphics and large, dramatic photographs of enthusiasts working on their vehicles create an energetically artistic backdrop befitting the collection.

The three-story, 55,000-square-foot Walter P. Chrysler Museum highlights DaimlerChrysler's American heritage. Vehicles are interspersed with interactive displays and exhibits to tell the story of the company Walter P. Chrysler founded, and its contributions to automotive design and innovation, as well as the automobile's impact on American culture.

The Museum's 125-seat theater features three continuously running movies including "Speed and Power," which highlights the corporation's performance vehicle breakthroughs. The main level gift shop is brimming with exclusive and hard-to-find collectibles and souvenirs, including *Hot Rods and Cool Mods* merchandise.

The Walter P. Chrysler Museum is located at the corner of Featherstone and Squirrel Roads on DaimlerChrysler's Auburn Hills complex. It is accessible from I-75 at exit 78 (Chrysler Drive).

The Museum's general admission, which includes *Hot Rods and Cool Mods*, is \$6 for adults and \$3 for seniors (62 and older) and children (6 – 12). Children five and under are free. Discounts are available for school and group tours with advance registration.

Museum hours are 10 a.m. – 6 p.m. Tuesday – Saturday and noon – 6 p.m. Sunday.

Visit [www.chryslerheritage.com](http://www.chryslerheritage.com) or call 888.456.1924 (U.S. only) or 248.944.0001 for additional information.

-###-

Additional information and news from the Walter P. Chrysler Museum is available on the Internet at [www.chryslerheritage.com](http://www.chryslerheritage.com)

Additional information and news from DaimlerChrysler is available on the Internet at [www.media.daimlerchrysler.com](http://www.media.daimlerchrysler.com)