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Take Mom on a Nostalgic Trip with the '55 Dodge La Femme at the Walter P. Chrysler Museum

Auburn Hills, Mich. - For moms who prefer metal that moves over metal that adorns, stop by the Walter P. Chrysler Museum on Mother's Day weekend for a treat that'll get her motor running. The Museum, in Auburn Hills, will exhibit a newly restored 1955 Dodge La Femme in its original feminine Sapphire White and Heather Rose color scheme Friday through Sunday, May 11 - 13.

Chrysler Corporation introduced the La Femme, a customized Dodge Custom Royal Lancer, as a marketing strategy to appeal to females as the women's automobile market continued to grow.

Museum visitors will find the La Femme's feminine exterior not only featured a spectacular paint palette, but also a special gold-colored "La Femme" script on the fenders. The vehicle's interior was graced with special tapestry upholstery bearing pink rosebuds on a pale pink background and pale pink vinyl trim.

A rectangular purse matching the car's interior was a standard La Femme feature, stowed while driving in a special compartment built into the back of the passenger seat. Each purse came complete with matching compact lipstick and cigarette cases, a lighter and change purse. Also standard was a raincoat, rain bonnet and umbrella in the rosebud pattern that was stored in a compartment behind the driver's seat.

Approximately 2,500 Dodge La Femmes were produced during the 1955 and 1956 model years.

The Walter P. Chrysler Museum highlights more than 65 antique, custom and concept vehicles spanning a century. The Museum's three floors of vehicles, interspersed with interactive displays and exhibits, tells the story of the Chrysler Corporation and its contributions to automotive design, technology and innovation, as well as the automobile's impact on American culture. A theater featuring three continuously running short movies and a Museum Store, stocked with exclusive and hard-to-find collectibles, rounds out the Museum's offerings.

The Museum is open for self-guided tours from 10 a.m. to 6 p.m. Tuesday through Saturday and from noon to 6 p.m. Sunday. Museum admission is \$6 for adults and \$3 for juniors (ages 6-12) and seniors (62 and older). Children 5 years old and younger are free.

The Walter P. Chrysler Museum is located at the corner of Featherstone and Squirrel Rds. on the DaimlerChrysler complex in Auburn Hills. From I-75, take exit 78 (Chrysler Dr.) and follow the Museum signs.

For more information, visit www.chryslerheritage.com or call 888-456-1924.

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Additional information and news from DaimlerChrysler is available on the Internet at: [http:](http://)

