

MARKET SEGMENTATION

PASSENGER CARS

U.S. CAR MARKET PRE 1960

FAT WALLET



Chrysler New Yorker

MEDIUM WALLET



Chrysler Saratoga

THIN WALLET



Chrysler Windsor

Ford Thunderbird

LUXURY SPORTS



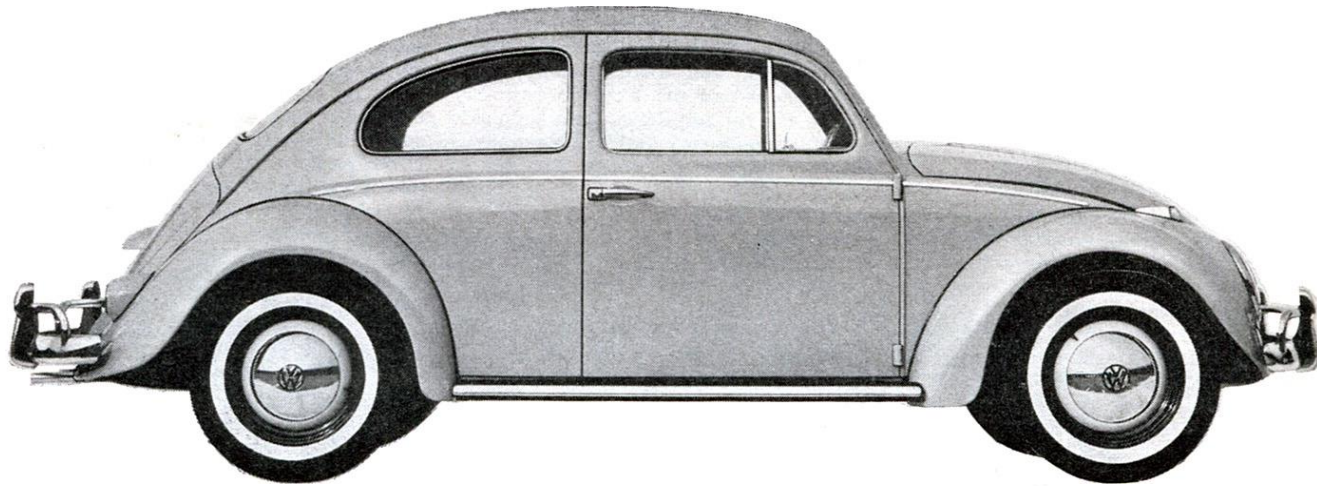
SPORTS



Chevrolet Corvette

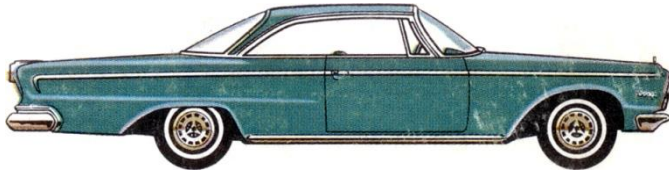
U.S. CAR MARKET 1960

COMPACT ECONOMY



U.S. CAR MARKET MID 1960s

FULL SIZE



Dodge Custom 880

INTERMEDIATE



Dodge Polara

COMPACT



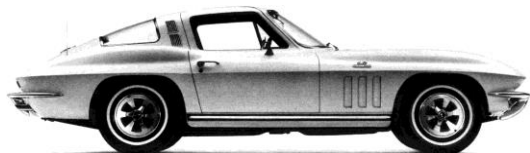
Dodge Lancer

PERSONAL LUXURY



Ford Thunderbird

SPORTS



Chevrolet Corvette

U.S. CAR MARKET LATE 1960s

COMPACT



PONY CAR



MUSCLE CAR



PERSONAL LUXURY



U.S. CAR MARKET LATE 1970s

FULL SIZE



Dodge St Regis

INTERMEDIATE



Dodge Aspen

COMPACT



Dodge Diplomat

SUBCOMPACT



Dodge Colt

PONY CAR



Dodge Colt/Omni

PERSONAL LUXURY



Dodge Challenger

SPORTS



Dodge Magnum

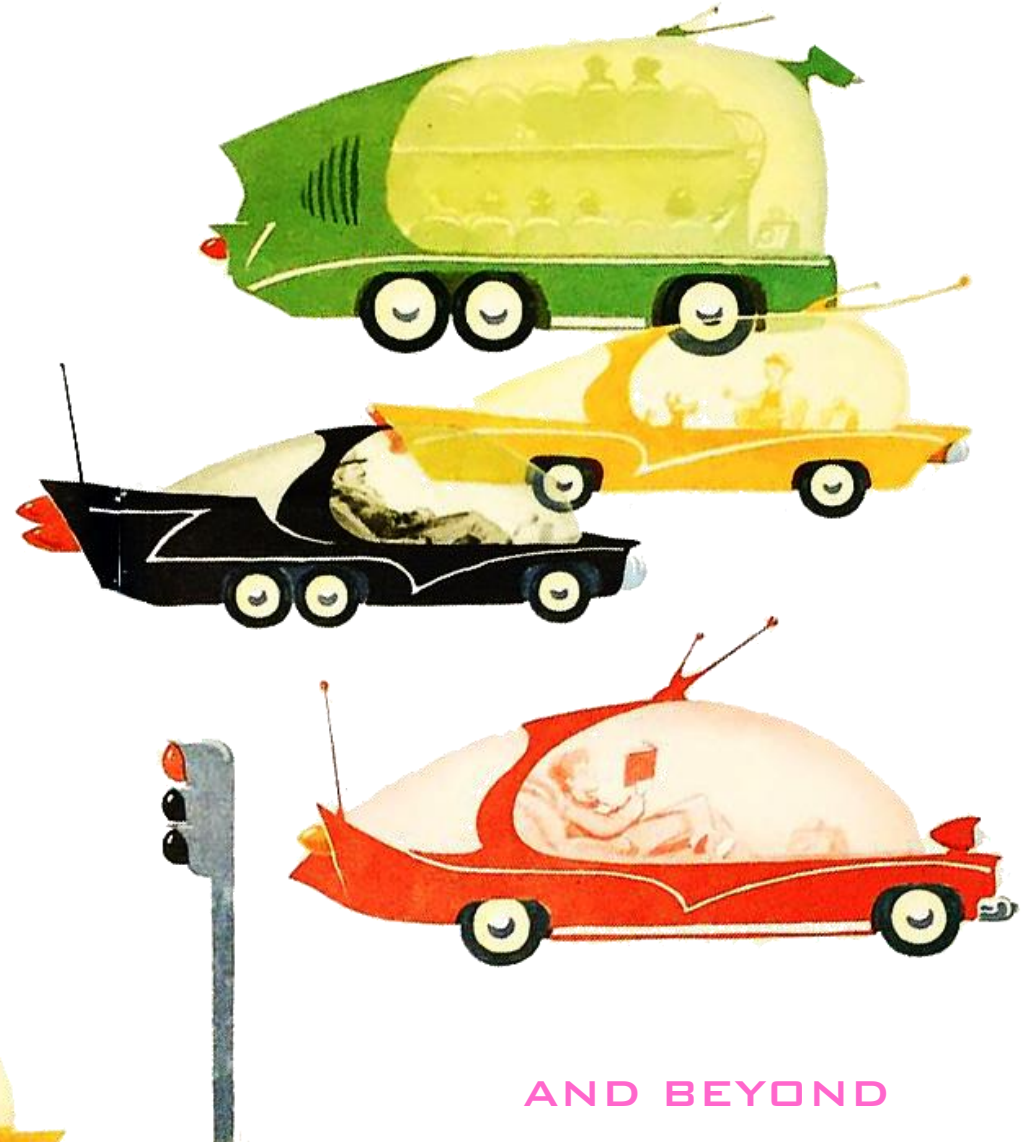
Chevrolet Corvette



APPLIANCE EVOLUTION



TO GLORIOUS FUTURE



AND BEYOND