

Automotive Trends

Luring Grads With Technology, Safety And Savings

(NAPSA)—The period just after graduation can be an exciting time for recent grads: first job, first apartment off campus and, for many, their first new car—often with an assist from Mom and Dad.

To appeal to these eager drivers and their parents, car companies are finding they have to offer vehicles that integrate timely technology to impress the graduates, safety to impress Mom and Dad, and savings to impress them both.

For example, the 2015 Chrysler 200's high-tech amenities include a full-color driver information display cluster that allows drivers to receive information and vehicle feedback in the format they prefer—all while keeping their hands on the wheel and eyes on the road.

The information that can be displayed includes speed, turn-by-turn navigation, real-time fuel economy, safety warnings, and safety and security functions such as the ParkSense Parallel/Perpendicular Park Assist feature, audio information and trip details.

A power supply and media center located in the center console under the sliding cup holders provides maximum user convenience, including an available 115-volt outlet.

Safety And Security

When it comes to safety and security, the car integrates 60 safety features, including one called SafeHold, which secures the vehicle if the driver opens the door and unlatches the seat belt while forward or reverse gears are still engaged.

It also has eight standard air bags, all-speed traction control, brake assist, brake/throttle over-



Car companies that want to attract new graduates and their parents are offering cars that use technology in a way that promotes safe driving and savings.

ride, electronic stability control, electronic roll mitigation, four-wheel anti-lock disc brakes, energy-absorbing steering column, Enhanced Accident Response System (EARS), Keyless Enter 'n Go, LATCH child seat anchors, brake/park interlock, a body constructed of 60 percent high-strength steel and more.

It even has a feature called Full-speed Forward Collision Warning-Plus. A Chrysler Group first, this provides autonomous braking that can slow the vehicle or, at low speeds, bring it to a stop when a frontal collision appears imminent.

Savings

Fuel economy is also key with the Chrysler 200. It offers a Segment-first standard nine-speed automatic transmission, innovative all-wheel-drive system and choice of two engine options.

It is the first midsize sedan to feature an all-wheel-drive system with complete rear-axle disconnect, which reduces energy loss to improve fuel efficiency.

To learn more, visit www.chrysler.com.