

For Immediate Release: May 14, 2009

Contact: Barbara Pomerance - 800-697-7574; bp@pomeranceassociates.com

Chryslers' Reduction in Franchise Holders Does Not Equate to a Reduction in the Number of Dealerships

-- 12 Franchises Called Back in Metro Washington, DC

By Gerard N. Murphy, CAE

Washington, DC -- Of the 53 Chrysler product franchises in the Metropolitan Washington, DC new vehicle market* 12 have been called back as a result of the bankruptcy proceedings Chrysler is now undergoing. This is comparable to the franchises Chrysler has called back nationwide, which is about one in four.

It is important to note that the call back of these 12 franchises here doesn't mean that the dealerships impacted no longer have new cars to sell and will go out of the business. In fact, five of the 12 dealerships house franchises of other automakers and sell other brands. The seven dealership facilities that won't continue to have new Chrysler vehicles to sell may start selling other new brands carried by the larger dealer organization of which they are a part, or if they have no such affiliation, they may shift and become exclusively used car sales operations. Should none of the seven dealerships remain as new car dealerships, they together represent less than three percent of all new car dealerships in the Metropolitan Washington Area.

* Defined by the Washington Area New Automobile Dealers Association (WANADA) as DC; the Suburban Maryland counties of Frederick, Calvert, Montgomery & Prince Georges; the Northern Virginia counties of Arlington, Fairfax, Loudon and Prince William & the city of Alexandria.

The writer is president of WANADA (5301 Wisconsin Avenue, NW, Washington, DC 20015, 202-237-7200, gm@wanada.org, 202-236-4646 cell)