

DAIMLERCHRYSLER

DaimlerChrysler Corporation

Jason H. Vines

Vice President - Communications
Chrysler Group

July 31, 2006

Mr. Glen Erikson
Manager Advertising Programs
Parent Television Council
707 Wilshire Blvd, Suite 2075
Los Angeles, California 90017

Dear Mr Erikson,

In response to your letter regarding where Chrysler Group advertises, we recognize the fact that certain programs are not liked by all individuals. We also feel it is important to recognize there are multitudes of individuals that have different preferences in television programming.

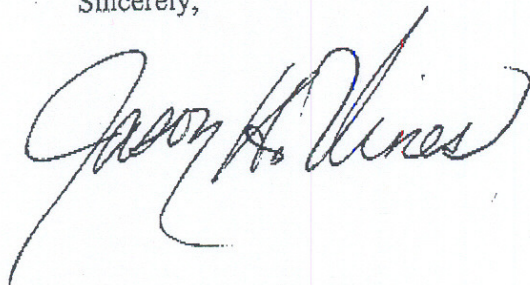
However, it is important to realize that like other companies and auto manufacturers, the brands of Chrysler Group advertise using a wide variety of programming. We take this approach to reach a diverse and broad audience with information about our products.

It is also important to remember that the American consumer has the ability to turn on or turn off TV shows, thus impacting ratings. This ability to choose is shared as well by PTC members.

Considering these factors, we plan to continue our commitment to advertising on a diverse range of programming. We do this not with the intent to offend, but with an appreciation for diversity in consumer viewing preferences.

We thank you for your inquiry.

Sincerely,



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