

A C Liebler  
Vice President  
Marketing and Communications

December 8, 1995

Mrs. Ananias  
Sugar Creek Elementary School  
c/o Ciskey  
1303 Courtland Avenue  
Normal, IL 61761

Dear Mrs. Ananias:

I am enclosing a letter to respond to your students and to try to put some perspective into the suffering they have endured over Brandon Auer's death. As you might imagine, we take great exception to the way "20/20" reported the story on the minivan latches, but that's beside the point.

Frankly, I'm a little bit surprised that you would have your students write letters like these to Chrysler. It seems like a rather maudlin and painful assignment from the students' point of view, but maybe you felt it was therapeutic to them and, if it was, then I guess it was a worthwhile exercise. I'm not sure the idea of making them afraid to get into their parents' minivans was a very good idea, though, and I'd be surprised if so many of them came up with that sentiment on their own.

I am also not sure you will want to share my letter with your students. That's your call. My intent was simply to tell them that Chrysler does care about what happens in its vehicles, and that we do care a great deal when people like Brandon Auer are injured or lose their lives. At the same time, I hope you recognize that we do everything possible to avoid such injury and loss of lives and understand the loss and pain even without a package of letters from sad and confused third graders.

Sincerely,



ACL/mlz