

CHRYSLER NASSAU

A Union of Art & Technology

Combining refinement, function and style, the Chrysler Nassau concept explores a new expression of the Chrysler brand. The four-door, four-passenger Chrysler Nassau luxury coupe is, as Alan Barrington, principal exterior designer of the concept said, "a more emotional and artistic articulation of what it means to be a Chrysler.

Though built on a full-size 120-inch wheelbase, the Nassau appears more visually compact than a comparable Chrysler 300C.

"Traditional exterior proportions have been enhanced with a silhouette that recalls the classic English 'shooting brake,'" said Barrington. "This provides SUV-like interior volume with a lower, more roadworthy physique."

Barrington said the exterior design vocabulary is fluid and sophisticated with special attention paid to wheel placement relative to the body surface for a sleek, toned stance.

Stepping into the Chrysler Nassau, one enters a new world of luxury specially designed to a younger, aspiring audience. The presiding interior theme is one of flowing seamless sculpture composed of leathers and fabrics derived from futuristic architectural interiors.

"The look of various components inside the vehicle was inspired by the design of contemporary cell phones, computers, iPods and MP3 players," said Ben Chang, principal designer of the Nassau's luxurious interior. "We paid close attention to the graphics and finishes of these technologically advanced products, seeking to make controls in the Nassau's interior that the driver interfaces with similar to what you'd find in the office or among personal electronic devices. We strived to achieve a seamless interface between your car and the rest of your electronic world."

The instrument panel is a showcase for new technologies in data display, personal control interface, and home theater-inspired entertainment. Gear selection is accomplished via a pod control mounted on the instrument panel while the steering wheel incorporates auxiliary paddle shifters.

"The look of the instrument cluster was based on an expensive watch, again because we sought to create a visible connection with what people have and use," Chang said.

CHRYSLER 2009