

Chrysler 'Inspiration Comes Standard'

May 2005 saw the exciting launch in the Philippines of a motor vehicle icon, Chrysler. Arguably one of the automobile industries most well known and respected brands.

CMI (CATS Motors Incorporated) has been appointed the country's general distributor of Chrysler, Jeep® and Dodge vehicles. This brand new facility is located at Greenhills EDSA metro Manila's main thoroughfare. The showroom complete with its own service centre and highly trained, competent staff is enhanced by the very latest service equipment fully compliant to Chrysler, Jeep® and Dodge international standards.

Albert Smith Philippines supplied all the external and internal branding requirements. The scope of works externally included the pylon, full fascia band cassette and in-fills, and the triple arched canopy over the main entrance which interestingly is architecturally inspired by the Chrysler Building in New York City. Internally the scope included the main back brand wall, all vehicle specifications stands, directional and way finding signage throughout the service facility.

We look forward to further projects planned for the coming year.

Anthony Lim
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