



New brand structure for Chrysler America, Ford, General Motor

CHRYSLER

New Prefix	Brand
CHR	Chrysler
DOD	Dodge
JP	Jeep
PLM	Plymouth

GENERAL MOTOR

New prefix	Brand
BUI	Buick
CAD	Cadillac
CHE	Chevrolet
GEO	Geo
SAT	Saturn
GMC	GMC
OLD	Oldsmobile
HUM	Hummer
PON	Pontiac

FORD

New Prefix	Brand
FRD	Ford
LIN	Lincoln
MER	Mercury