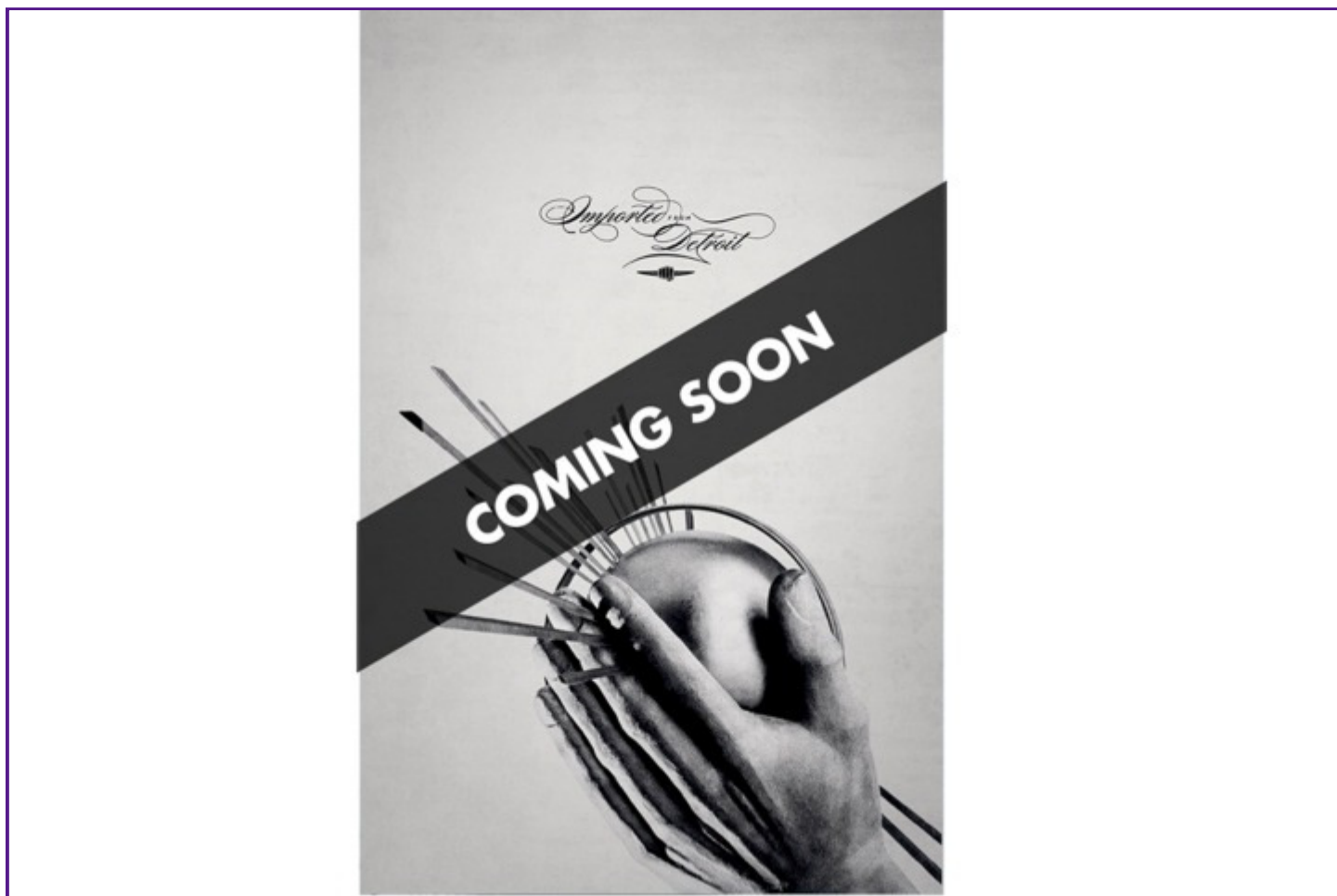


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Chrysler's *Imported from Detroit* Collection Picture

One new poster offered by Chrysler's Imported from Detroit collection shows a detail from the Spirit of Detroit statue. | March 29, 2011 | Chrysler LLC

News

Chrysler's "Imported From Detroit" Collection Goes Highbrow

Published Mar 29, 2011

Just the Facts:

- **Chrysler's popular *Imported from Detroit* Collection has taken a ritzy turn, adding artsy posters that glamorize the downtrodden Motor City.**
- **The new posters even include an image of Detroit's Fisher Building, which has strong ties to General Motors — not Chrysler.**
- **Chrysler is morphing into the biggest promoter of Detroit, which took a major hit last week when the U.S. Census Bureau reported that the city's population had dropped 25 percent in a decade.**

AUBURN HILLS, Michigan — Chrysler's Imported from Detroit collection, which continues to riff off the popularity of the automaker's Super Bowl [commercial](#) with Eminem, has taken a decidedly artsy turn. The Chrysler Collection is in the process of rolling out black-and-white posters with fancy script that celebrate Motor City landmarks — even those that have a connection to competitors such as General Motors.

It is no small irony that Chrysler, which is controlled by Italy's Fiat and has a CEO who was raised and educated in Canada, is turning into the biggest booster of the beleaguered Motor City.

The city has more than 90,000 vacant residential lots, according to Data Driven Detroit, and is still reeling from a U.S. Census Bureau report last week that said Detroit's population had dropped 25 percent in a decade. "The numbers painted a picture of sheer urban devastation unlike any modern experience," wrote Jack Lessenberry in *The Windsor Star* on Tuesday.

Windsor, Ontario is a short hop into Canada across the Detroit River from the Motor City. Fiat boss Sergio Marchionne received his MBA from the University of Windsor.

The devastation in Detroit is not evident in [Chrysler's artwork](#). The new \$25 limited-edition posters show Detroit — and some Chrysler products such as the [Chrysler 200](#) and the automaker's Pentastar V6 engine — in the most flattering light.

One poster shows a detail of the *Spirit of Detroit* sculpture that is considered to be the city's symbol. The Marshall Fredericks sculpture of a seated man was completed in the 1950s, when Detroit was in its heyday. So beloved is the statue that Detroiters traditionally dress it in a Red Wings jersey

whenever the hockey team wins the Stanley Cup.

Another new Chrysler poster depicts one of the enormous Tiger statues that guard the main entrances of Comerica Park, the home field of the Detroit Tigers. When the statues were unveiled, one wag at ESPN commented that "this must be what Siegfried and Roy's living room looks like." But Detroiters view the statues as symbolic of the city's toughness.

The oddest poster offered by Chrysler is one of the Fisher Building in Detroit, a 1928 Art Deco masterpiece that was designated as a National Historic Landmark in 1989. Named for the Fisher family that founded the company that became General Motors' Fisher body division, the building is known for its ornate interior done up in bronze and gold leaf. The Fisher brothers developed and mass-produced the enclosed automobile body and later sold their business to GM. In 1941, GM's Fisher body division churned out more than 2 million car bodies, according to a 1944 *Time* magazine story.

The building is "a symbol of the change and prosperity the automobile brought to Detroit," said the National Park Service on its Web site.

On the automaker's collection Web site, Chrysler noted, "Many felt a connection to the attitude and work ethic portrayed in the scenes and narration" of the Super Bowl commercial.

A portion of the sales of the posters will benefit charities, Chrysler said.

Inside Line says: Chrysler is setting itself up as Detroit's most effective spin doctor, while making a buck at the same time. — *Anita Lienert, Correspondent*