

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-2802**

January 22, 2010

Secretary Timothy Geithner  
1500 Pennsylvania Avenue, NW  
Washington, D.C. 20220

Dear Secretary Geithner,

Recent reports have indicated that Chrysler has planned to run advertisements during the upcoming Superbowl on February 7, 2010. While I certainly support Chrysler's freedom to run its business and make independent advertising decisions, I wanted to express my concern, and that of my constituents, about this expensive choice and encourage your review.

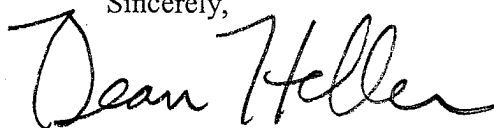
As you well know, advertising time during the Superbowl is some of the most costly time to purchase. While this high cost is directly related to the tremendous number of viewers and venue that the event provides, I wanted to express some concern about a company such as Chrysler, which has needed billions of taxpayer dollars to remain solvent, purchasing this time. My concern is especially highlighted by the closure of three Chrysler dealerships in Nevada as part of the restructuring.

Superbowl commercials have a history of being inventive and used to introduce new products and services. However, their cost is significant and CBS is selling 30-second ads for between \$2.5 million to \$2.8 million. While this amount is small in comparison to the \$15.5 billion Chrysler received from the federal government, it nonetheless is a significant purchase for one slot of time. At a time when executive compensation, perks and bonuses are being reevaluated, and as the American people continue to tighten their belts to deal with the struggling economy, I question the judgement of this strategy.

Advertising, including a reintroduction of the Chrysler brand and car lines, is necessary on some level to restore confidence in the brand and reassure potential buyers about the future. I can assure you that I want Chrysler and all American car companies to succeed, and recognize that advertising is a key part of any strategy. However, the most expensive advertising time on television strikes many as extravagant, considering the taxpayer assistance needed by the company. Therefore, I urge you to review this decision on behalf of the taxpayers who have funded the loans to Chrysler and urge the company to reconsider.

Thank you for considering these views, and I look forward to your response. Please feel free to contact me if you would like to discuss this issue further.

Sincerely,



DEAN HELLER  
Member of Congress