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## **Chrysler Canada: Chrysler Group LLC Celebrates 30 Years Of Minivan Leadership This Fall**

Dodge Grand Caravan and Chrysler Town & Country to feature special 30th Anniversary Editions

- With more than 13 million Dodge Grand Caravan and Chrysler Town & Country minivans sold since 1983, Chrysler Group tops the segment, selling twice as many minivans as any other manufacturer over the past 30 years
- The creator of the minivan segment, Chrysler Group has innovated 78 minivan firsts since 1983, including class-exclusive Stow 'n Go seating and segment leading Blu-Ray rear-seat entertainment system
- The company is celebrating this milestone with new 30th Anniversary Editions that will feature unique content, such as commemorative badging, special paint and black interior trim

September 2, 2013, Windsor, Ontario - It's one thing to create an entirely new segment. To be an innovation leader in that segment for 30 years running is quite another accomplishment. Having sold more than 13 million minivans since first introducing the segment in 1983, and creating 78 minivan segment firsts, such as class-exclusive Stow 'n Go seating and a segment-first Blu-ray rear-seat entertainment system, the Dodge Grand Caravan and Chrysler Town & Country are celebrating their heritage with 30th Anniversary Editions available this fall.

"Just as the first Chrysler Group minivans came off the line 30 years ago, the made-in-Canada 2014 Dodge Grand Caravan and Chrysler Town & Country 30th Anniversary Editions provide present day families with unmatched versatility and the most innovative features on four wheels," said Reid Bigland, President and CEO, Chrysler Canada. "With nearly six of every ten minivans sold in Canada, Chrysler Group continues to lead the minivan segment, by offering consumers exceptional content like class-leading horsepower, class-exclusive Stow 'n Go Seating, beautiful craftsmanship and segment leading technology that fits every type of budget."

The first Chrysler Group minivan rolled off the Windsor Assembly line on November 2, 1983, sparking a new segment of people movers that rose in popularity very quickly, transporting millions of moms, dads and kids, and becoming part of their families. Even after 30 years, the Chrysler Group continues to lead the segment, receiving the title of Most Awarded Minivan Ever. The Dodge Grand Caravan was the top selling minivan in the world last year and continues to be the best selling minivan in Canada for over 29 years.

"The Chrysler Group is well known as the creator of the minivan, and these 30th Anniversary Editions are the perfect way to celebrate their leadership and longevity in the marketplace," said Ben Winter, Vice president of Vehicle Engineering. "As the minivan segment and innovation leader, it's important that we continue to offer tremendous content and value, setting us apart from the rest of the segment."

The Dodge Grand Caravan and Chrysler Town & Country are built at the Windsor Assembly Plant in Ontario.

### **Dodge Grand Caravan 30th Anniversary Edition**

The Dodge Grand Caravan is the number-one selling minivan in Canada and the 2014 Dodge Grand Caravan 30th Anniversary Edition will continue to set the mark in minivan value. Available on the SXT model, the Dodge Grand Caravan continues to be the best all-around vehicle for young families with more value added features.

Equipped with the 3.6-litre Pentastar™ VVT V6 with class-leading 283 horsepower and a six-speed automatic transmission, the exterior of the Dodge Grand Caravan SXT 30th Anniversary Edition features unique 17-inch polished aluminum wheels with painted satin carbon pockets, body-colour heated exterior mirrors, fog lamps, bright belt mouldings and side roof rails, and 30th Anniversary badging on the front fenders. Unique interior appointments include Black Torino leatherette seats with suede inseam and silver accent stitching, 10-way power driver's seat with

2-way lumbar adjust, tri-zone temperature control, super console, piano black accents throughout, a black leather-wrapped steering wheel, black leather-wrapped shift knob, black headliner and overhead console, chrome heating and air conditioning trim bezels, a 30th Anniversary logo in the gauge cluster and a 30th Anniversary logo on the key fob.

Available in unique Granite Crystal Metallic Pearl paint, the 2014 Dodge Grand Caravan 30th Anniversary Edition is also available in Billet Metallic, Brilliant Black Crystal Pearl, Maximum Steel Metallic, Bright White, Deep Cherry Red Crystal Pearl, Redline Pearl, Sandstone Pearl or True Blue Pearl.

### **Chrysler Town & Country 30th Anniversary Edition**

Canada's Most Luxurious Minivan, the 2014 Town & Country 30th Anniversary Edition is based on the Touring-L model and features unique exterior and interior content. All Chrysler Town & Country models come equipped with the award-winning 3.6-litre Pentastar™ VVT V6 engine with a class-leading 283 horsepower and a refined six-speed automatic transmission. Exterior features on the 30th Anniversary Edition include 17-inch aluminum wheels with polished faces and painted Satin Carbon pockets, 30th Anniversary badging on the front fenders, bright side roof rails and the availability of Granite Crystal Metallic Pearl paint.

The luxuriously appointed interior features black Alcantara seat inserts with Nappa seat bolsters, piano black steering wheel bezels and instrument panel trim, power-folding third-row seats, hands-free communication, a 30th Anniversary logo in the gauge cluster and touch-screen radio splash screen, a 30th Anniversary logo on the key fob and Light Greystone lower instrument panel, door armrest stitching and door panels. The 2014 Town & Country 30th Anniversary Edition also comes standard with heated first- and second-row seating and a leather-wrapped heated steering wheel.

Available in unique Granite Crystal Metallic Pearl paint, the Chrysler Town & Country 30th Anniversary Edition is also available in Billet Metallic, Brilliant Black Crystal Pearl, Cashmere Pearl, Mocha Javal, Deep Cherry Red Crystal Pearl, Bright White Clear Coat, Maximum Steel Metallic or True Blue Pearl Coat.

### **About Chrysler Canada Inc.**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT, FIAT and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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