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### **Chrysler Canada: The 2014 Dodge Grand Caravan is *Today's Parent Approved*<sup>™</sup>**

- Leading parenting magazine awards stand-out products for Canadian families
- Voted on by consumers, industry leaders and the editors of *Today's Parent*
- The latest accolade for the Dodge Grand Caravan which is celebrating its 30th anniversary

January 13, 2014, Windsor, Ontario - The Dodge Grand Caravan and Chrysler Town & Country are the most awarded minivans of all time. Adding to that list of accolades, the Canadian-built Dodge Grand Caravan recently received the *Today's Parent Approved*<sup>™</sup> designation from one of the country's longest-running and most-trusted parenting publications.

This outstanding recognition - for Canada's best-selling minivan 30-years running - comes as part of *Today's Parent* magazine's inaugural, *Today's Parent Approved*<sup>™</sup> program, recognizing outstanding products for families based on three criteria: Quality, Ease of Use and Value for Money.

"Parenting today is a tough job and there are thousands of products to consider within the consumer marketplace – including that all-important family vehicles," said Rosemary Munroe, Editor of Toronto-based *Today's Parent* magazine. "The *Today's Parent Approved*<sup>™</sup> program was established to recognize great products for Canadian families like the 2014 Dodge Grand Caravan. It's an endorsement that will reassure parents that the purchases they make have the endorsement of *Today's Parent*, Canada's most trusted parenting brand for 30 years."

The merits of the Dodge Grand Caravan were evaluated by readers, industry leaders and the editors of *Today's Parent*. The winners were announced in the February 2014 issue of *Today's Parent*, on newsstands now and online at [www.todayparent.com](http://www.todayparent.com).

"We recognize that Canada's busy moms and dads are some of the biggest fans of our Windsor, Ontario-built minivans and this *Today's Parent Approved*<sup>™</sup> recognition helps to reinforce its industry-leading, family-focused qualities," said Ed Broadbear, Vice President, Marketing, Chrysler Canada. "From its class-exclusive Stow 'n Go seating, to its best-in-class 283 horsepower and affordable pricing, Dodge Grand Caravan brings three decades of experience in offering Canadians exactly what they need in a family vehicle."

#### **About Dodge Grand Caravan**

More than 13 million minivans have been sold by Chrysler Group since it created the segment in 1983. It is credited with creating 78 minivan segment firsts, such as class-exclusive Stow 'n Go seating and a segment-first Blu-ray rear-seat entertainment system. The 2014 Dodge Grand Caravan – Canada's best-selling minivan - continues to innovate in the segment it created and offers an unprecedented level of functionality, convenience, safety and value. With a starting Manufacturer's Suggested Retail Price (MSRP) of \$19,895, the Dodge Grand Caravan is one of the most affordable seven-passenger vehicles in Canada. Its standard, award-winning Pentastar 3.6-litre V6 engine delivers a best-in-class 283 horsepower and a tow rating of 3,600 lbs. Dodge Grand Caravan features a segment-exclusive fuel economizer mode and return up to 7.9 L/100 km, or up to a 955 kilometre driving range. This IIHS Top Safety Pick also has more than 45 safety, security and technology features, and a 5-year/100,000-kilometre powertrain warranty.

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

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its

89th anniversary in 2014. 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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