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FCA Canada: More Than 14.6 Million Families in the Fold: FCA US Celebrates Minivan Leadership With 35th Anniversary Edition

2019 Chrysler Pacifica, Pacifica Hybrid and Dodge Grand Caravan Feature Special 35th Anniversary Edition Models

- The company that created the minivan segment celebrates 35 years of minivan leadership this year
- 2019 Chrysler Pacifica, Pacifica Hybrid and Dodge Grand Caravan are all Canadian-made at the award-winning Windsor Assembly Plant
- To mark this milestone, FCA US is offering 35th Anniversary editions available this summer, which features new badging, an all-black interior with Cranberry Wine accent stitching and upgraded content on the 2019 Chrysler Pacifica, Pacifica Hybrid and Dodge Grand Caravan
- With more than 14.6 million minivans sold globally since 1983, FCA US tops the segment, selling twice as many minivans as any other manufacturer over the past 35 years, and remains the leader with 54 per cent market share in Canada in 2018
- As the first company to introduce the minivan and through six generations of the vehicle, FCA US has innovated 115 minivan-firsts – 37 of those innovations coming from the Chrysler Pacifica and Pacifica Hybrid
- The S Appearance package can be added to any 35th Anniversary edition Pacifica or Pacifica Hybrid for an even sportier, blacked-out, customized exterior
- Pacifica and Pacifica Hybrid – the first and only hybrid minivan – deliver class-leading gasoline and hybrid powertrains to the minivan segment, with the hybrid offering fuel economy as efficient as 2.7 Le/100 km in electric-only mode in city driving
- With more than 100 honours and accolades, the Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling, earning its title as most awarded minivan of past three years

February 4, 2019, Windsor, Ontario - FCA US is celebrating the 35th Anniversary of the minivan as the originator and leading innovator in the segment it created in 1984.

New for 2019, the 35th Anniversary edition is available on Chrysler Pacifica, Pacifica Hybrid and Dodge Grand Caravan models, featuring new badging, an all-black interior with Cranberry Wine accent stitching and upgraded content, in addition to its already extensive list of standard equipment.

The first modern minivan rolled off the Windsor Assembly Plant (WAP) line on Nov. 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. WAP remains the only plant manufacturing Chrysler Pacifica, Pacifica Hybrid and Dodge Grand Caravan.

FCA US minivans are now appealing to a new generation. Kids who used to ride in the second row are now in the driver's seat, making memories with families of their own.

After 35 years, FCA US continues to lead the segment with more than 14.6 million minivans sold globally since 1983, selling twice as many minivans as any other manufacturer over the past 35 years, and remains the leader with 54 percent market share in Canada in 2018.

“We created the minivan segment, we’re proud of our place in it and we will continue to innovate like we’ve done with the first hybrid minivan, industry-exclusive Stow ‘n Go seating, Uconnect Theatre with 10-inch touchscreens in second row and much more,” said Steve Beahm, Head of Passenger Car Brands, Dodge//SRT, Chrysler and FIAT – FCA North America. “More than 14.6 million families have created lasting memories in their minivan throughout the past 35 years, through home projects, road trips, soccer practice, you name it. There is no better way to commemorate the anniversary of the people mover that does it all, than by introducing an edition that offers even more value to today’s families.”

FCA US invented the modern minivan in 1984 with the Dodge Caravan and Plymouth Voyager. The first luxury minivan, the Chrysler Town & Country, debuted in 1989. The company still leads the way with the best and most innovative vehicle to move people and things – 115 minivan-first innovations and 14.6 million minivan sales later. Through all six generations of the minivan, FCA US has continued to deliver versatility, functionality, safety and technology in each and every generation.

Chrysler Pacifica/Pacifica Hybrid 35th Anniversary Edition
Celebrating its status as the most awarded minivan of the past three years, with more than 100 awards, the Pacifica revolutionizes the minivan segment by offering class-leading gasoline and hybrid powertrains and nearly 40 new minivan-first features.

Available on Pacifica Touring-L (gas/hybrid), Touring-L Plus (gas) and Limited (gas/hybrid) models, the 35th Anniversary edition features a 35th Anniversary badge and a Liquid Chrome Chrysler Wing badge with a Gloss Black insert on front fascia grille and rear liftgate.

The luxuriously appointed all-black interior features Cranberry Wine accent stitching on McKinley and Nappa leather perforated seats, steering wheel, door trim, bezels on IP and door handles, and a 35th Anniversary embroidered logo on front floor mats.

35th Anniversary Pacifica models feature:

- Touring-L: Memory driver’s seat, eight-passenger seating, Mopar overhead DVD, 18-inch wheels
- Touring-L Plus: Memory driver’s seat, eight-passenger seating and dual-pane sunroof (new)
- Limited: 20-inch wheels

35th Anniversary Pacifica Hybrid models feature:

- Hybrid Touring-L: Premium Audio Group with 13 Alpine speakers, Uconnect 4C NAV with 8.4-inch touchscreen, 17-inch wheels
- Hybrid Limited: 18-inch wheels

The S Appearance package can be added to any 35th Anniversary edition Pacifica or Pacifica Hybrid for an even sportier, blacked-out, customized exterior.

The 2019 Chrysler Pacifica is available in 10 exterior colours: Billet Metallic, Brilliant Black Crystal Pearl, Bright White, Dark Cordovan, Granite Crystal Metallic, Jazz Blue Pearl, Luxury White (new), Maximum Steel Pearl (new), Ocean Blue Metallic and Velvet Red Pearl.

Dodge Grand Caravan 35th Anniversary Edition
As Canada’s best-selling minivan ever, the Dodge Grand Caravan delivers tremendous value. The 35th Anniversary edition includes 17-inch tech silver aluminum wheels, 35th Anniversary fender badge and a Bright grille.

Inside, an all-black interior features Cranberry Wine accent stitching on seats, steering wheel and door trim, a Piano Black console and IP accent and a 35th Anniversary embroidered logo on the front floor mats.

35th Anniversary Grand Caravan model is based on the Premium Plus trim level and features:

- Exterior: 17-inch aluminum wheels, body-colour mirrors, fog lamps, chrome belt moulding, bright roof rack, ParkSense rear park assist
- Interior: Torino leather seats with suede insert (front row), power 8-way driver seat, Super Console, black accents, 6.5-inch touchscreen radio, Uconnect handsfree with Bluetooth, SiriusXM satellite radio with

one-year subscription included, remote start, power second-row windows and power third-row vented windows and much more

For added comfort and convenience, the 35th Anniversary Premium Option package can be added, which includes power-sliding doors and liftgate, second-row sunshades, heated front seats and steering wheel and Garmin navigation.

The 2019 Dodge Grand Caravan is available in six exterior colours: Billet Silver Metallic, Black Onyx, Granite Crystal, IndiGo Blue, Octane Red and White Knuckle.

Orders open in the spring, with 35th Anniversary Editions arriving in dealerships this summer – just in time for family road trips.

About Chrysler Pacifica/Pacifica Hybrid

The Chrysler Pacifica and Pacifica Hybrid reinvent the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. Re-engineered from the ground up on an all-new platform, the Pacifica delivers class-leading gasoline and hybrid powertrains to the minivan segment. The Pacifica Hybrid takes this revolutionary vehicle a step further with its innovative, advanced hybrid powertrain. It's the first electrified vehicle in the minivan segment and achieves fuel economy as good as 2.7 Le/100 km in electric-only mode in city driving, an all-electric range of 51 kilometres and a total range of 835 kilometres

With more than 100 available safety and security features, the Uconnect Theater rear-seat entertainment system, available 4G Wifi and a full array of comfort and convenience technologies, the Chrysler Pacifica has earned its spot as the most awarded minivan since 2016, with both the Pacifica and Pacifica Hybrid serving as no-compromise minivans ideally suited for today's families.

About Dodge Grand Caravan

The Dodge Grand Caravan continues its tradition of offering customers style, versatility and added features at an outstanding value. Since FCA US LLC invented the minivan segment 35 years ago, the innovative Grand Caravan has introduced nearly 80 segment firsts, including ParkView rear backup camera, Stow 'n Place roof rack and selectable fuel economizer mode. One innovation that continues is the Grand Caravan's industry-exclusive Super Stow 'n Go seating, which can be easily operated with one hand, allowing users to convert from carrying seven to hauling cargo in a matter of seconds. The Grand Caravan is equipped with more than 55 available safety, security and technology features.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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