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FCA Canada: Red Alert: Orders Open, Pricing Announced for 2020 Chrysler Pacifica Red S Edition

- New Red S Edition delivers custom attitude to the [2020 Chrysler Pacifica](#)
- Available Red S Edition includes Rodèo Red premium Nappa leather seats, 20-inch wheels with a Black Noise finish, Advanced SafetyTec Package, Harman Kardon 20-speaker premium audio, KeySense, unique badging and more
- One out of every three Pacifica models sold features the popular S Appearance; the new Red S Edition takes the custom look even further
- The new Red S Edition package is available on both Pacifica Limited gas and hybrid
- Ordering is now open for Pacifica Red S package for gas-powered vehicles with a Canadian Manufacturer's Suggested Retail Price (MSRP) of \$3,995
- The Pacifica Hybrid is among the top 10 best-selling plug-in hybrid electric vehicles (PHEVs) in the industry in Canada
- The most awarded minivan over the last three years, Chrysler Pacifica has earned more than 120 industry honours and accolades
- Chrysler Pacifica and Pacifica Hybrid are manufactured at the award-winning Windsor Assembly Plant (WAP)

October 15, 2019, Windsor, Ontario - Chrysler is turning up the heat in the minivan segment, adding a new Red S Edition for the 2020 model year. The new Red S Edition builds on the popularity of the Chrysler Pacifica S model, adding a crimson customized attitude for the no-compromise minivan.

"There's nothing better than a minivan at moving both people and stuff, and Chrysler Pacifica allows owners to haul with a bit more style," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "One out of every three Pacifica models sold features the blacked-out S Appearance. The Pacifica's new Red S Edition takes that factory customization even further, giving families a chance to really make a statement in the school drop-off line."

The new Red S Edition package is available on both Pacifica Limited gas and hybrid (late availability) models. Ordering is now open for gas models at Chrysler dealerships at a Canadian Manufacturer's Suggested Retail Price (MSRP) of \$3,995 for the Red S Edition package.

Red S Edition: A burst of colour for Pacifica's flexible interior

The new Chrysler Pacifica Red S Edition builds on FCA's 35-year legacy as the minivan leader and innovator, bringing a new look and a huge burst of attitude and colour to Pacifica's already class-leading functional interior. The exclusive Red S interior features Rodèo Red premium Nappa leather two-tone seats accented by Light Diesel Grey stitching and piping and a "S" logo on the seatbacks. Silver Metal Brush hydro bezels embellish the instrument panel and door trim.

Exterior finishes include a Red S liftgate badge and Black Noise Chrysler wing badges with Velvet Red inserts. The Pacifica Red S Edition rides on 20-inch wheels (18-inch on Pacifica Hybrid) with a Black Noise finish. The package is rounded out by Advanced SafetyTec, featuring many of the more than 100 standard and available safety and security features of the Pacifica, 20-speaker Harman Kardon premium audio and KeySense.

The Red S Edition will be available in a range of six exterior paint colour options, including the new-for-2020 Ceramic Grey Clear Coat, as well as Brilliant Black Crystal Pearl Coat, Granite Crystal Metallic Clear Coat, Billet Metallic Clear Coat, Bright White Clear Coat and Maximum Steel Clear Coat.

2020 Chrysler Pacifica and Pacifica Hybrid

Also new for the 2020 lineup, a honeycomb grille pattern now comes standard on the Pacifica Hybrid models. New available interior design elements include Nova Black bezels on the instrument panel and door trim.

Pacifica Touring L and Touring L Plus models include standard driver seat memory, while the Pacifica Hybrid Touring model adds a standard universal garage door opener, second-row sunshades and an available Stow 'n Place roof rack. Pacifica Hybrid Limited now features second-row, one-touch windows.

The popular S Appearance model, introduced in 2017, is also available for the [2020 Chrysler Pacifica](#) and [2020 Chrysler Pacifica Hybrid](#) at a Canadian MSRP of \$995. An option chosen by one of every three Pacifica owners, the S Appearance features black accents inside and out, creating a customized, athletic look, and includes 18-inch wheels with a Black Noise finish and badging, Gloss Black accents throughout the exterior and an all-black interior with black seats with Light Diesel Grey accents and the "S" logo.

About the Chrysler Pacifica and 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 and only electrified vehicle in the minivan segment and delivers a Best-in-Class fuel economy rating of 2.7 L/100 km (105 MPGe), an all-electric range of up to 51 kilometres (32 miles) and a total driving range of up to 835 kilometres (519 miles). With more than 100 standard and available safety and security features, the available Uconnect Theatre 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.

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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