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Chrysler Group Lowers Prices, Adds More Content , Performance and Standard Safety Features to the New 2007 Chrysler Pacifica

- New Pacifica models offer consumers \$2,700 better value than predecessor at a lower Manufacturer's Suggested Retail Price (MSRP)
- New 4.0-liter V-6 aluminum engine with 255 hp and 265 lb.-ft. of torque mated to a new six-speed automatic transmission results in an inspired driving experience
- New standard safety equipment includes all-row, side-curtain air bags, Electronic Stability Program (ESP) with traction control and brake assist and available innovative new features including YES Essentials stain-resistant, odor-resistant and anti-static cloth seats and ParkView™ rear back-up camera

July 12, 2006, Auburn Hills, Mich. -

Chrysler Group today announced U.S. pricing for the new 2007 Chrysler Pacifica. With a new 4.0-liter aluminum V-6 engine mated to a new six-speed automatic transmission, more standard equipment, including all-row side-curtain air bags and Electronic Stability Program (ESP), and an average U.S. Manufacturer's Suggested Retail Price (MSRP) of roughly \$1,300 less than outgoing models, the new 2007 Chrysler Pacifica offers the best features of an SUV, minivan and passenger car all rolled into one safe and stylish vehicle.

The starting U.S. MSRP of the new 2007 Chrysler Pacifica is \$24,890 (including a \$730 destination fee). It will begin to arrive in dealerships this fall.

"The new 2007 Chrysler Pacifica offers consumers a \$2,700 better value than its predecessor," said David Rooney, Director — Chrysler Brand Marketing. "We were able to lower the price on Pacifica models an average of \$1,300 while adding an average of \$1,400 in standard content across the lineup, and as high as \$1,800 on select models, offering consumers an inspired driving experience and best-in-class safety at a price that makes sense."

Along with lower prices and added content, the pricing strategy for the 2007 Chrysler Pacifica will result in improved resale values and competitive monthly payments for Pacifica buyers.

"Offering consumers value for their dollar was a prime consideration in the development of the new Chrysler Pacifica," Rooney said. "With first-class interior experience, the flexibility for a variety of seating or cargo needs and the top government safety ratings, the 2007 Pacifica continues the Chrysler tradition of offering premium amenities without the premium price."

The Chrysler Pacifica is rated five stars for front and side impact and four stars (best of the vehicles tested in its class) for roll-over by the National Highway Traffic Safety Administration (NHTSA).

2007 Chrysler Pacifica

The Chrysler Pacifica offers exceptional value for an entry-level sports tourer with a U.S. MSRP starting at \$24,890 (including a \$730 destination fee). Standard equipment includes front-wheel drive, a 3.8-liter V-6 engine that produces 200 hp and 235 lb.-ft. of torque mated to a four-speed automatic transmission with Variable Line Pressure (VLP), standard all-row side-curtain air bags, ESP, 2+3 five-passenger seating, YES Essentials® stain resistant, odor resistant, anti-static cloth seats, air conditioning with dual-zone temperature control, driver's side inflatable knee blocker, multistage front air bags with Occupant Classification System, Lower Anchors and Tethers for Children (LATCH) child seat anchors, power eight-way driver seat and four-way front passenger seat, power locks, AM/FM/CD radio with Infinity® speakers, power windows with one-touch up, power heated fold-away mirrors, load leveling and height control, performance suspension, 17-inch steel wheels, 12-volt front and rear power outlets, 140-amp alternator, rear window defroster and wiper/washer, speed control, second-row 65/35 split fold-flat seats and

92.7 cu. ft. of cargo space.

The Chrysler Pacifica also is available with all-wheel drive. The U.S. MSRP is \$27,930 (including a \$730 destination charge). In addition to the standard features available on the front-wheel drive Pacifica, the all-wheel drive model is equipped with a standard 4.0-liter V-6 aluminum engine mated to a six-speed automatic transmission with VLP, Electronic Throttle Control (ETC), 160-amp alternator, all-speed traction control and 17.5-inch machine-finished aluminum wheels.

2007 Chrysler Pacifica Touring

With a starting U.S. MSRP for the front-wheel drive model of \$27,980 (including a \$730 destination charge) and \$30,630 (including a \$730 destination charge) for the all-wheel drive model, the Chrysler Pacifica Touring comes standard with a 4.0-liter V-6 engine producing 255 hp and 265 lb.-ft. of torque mated to a six-speed automatic transmission with VLP. In addition to the standard features on the Chrysler Pacifica model, the Chrysler Pacifica Touring model adds 2+2+2 six-passenger seating, automatic temperature control with air filtering and dual-zone control, HomeLink universal transceiver, leather-wrapped steering wheel, power 10-way driver seat and four-way front passenger seat, rear courtesy reading lamps, sun visors with illuminated vanity mirrors, body-color door handles and vehicle information center. The Chrysler Pacifica Touring all-wheel drive model is equipped with standard leather seating.

2007 Chrysler Pacifica Limited

For 2007, the Chrysler Pacifica Limited front-wheel drive model has a starting U.S. MSRP of \$34,155 (including a \$730 destination fee), and the all-wheel drive model has a starting U.S. MSRP of \$36,205 (including a \$730 destination fee). In addition to the standard equipment available on the Chrysler Pacifica Touring model, the Pacifica Limited adds heated front- and second-row seats, luxury leather-trimmed bucket seats, ParkSense® rear back-up system, AM/FM/CD/DVD video/DVD audio/MP3 radio, six-disc, in-dash CD/DVD changer, automatic headlamps, fog lamps, power-adjustable pedals with memory, power heated, foldaway, auto-dim mirrors, power liftgate, power moonroof, radio/driver seat/mirrors memory, rearview auto-dim mirror, 19-inch chrome-clad aluminum wheels, wood and leather-wrapped shift knob, body-color fascias and bodyside body-color molding and premium Tire Pressure Monitoring system, which includes self-learning capability.

2007 Chrysler Pacifica Pricing:

Following is pricing for the new 2007 Chrysler Pacifica models. All prices include a \$730 destination fee.

Chrysler Pacifica:

Pacifica front-wheel drive	\$24,890
Pacifica all-wheel drive	\$27,930

Chrysler Pacifica Touring:

Pacifica Touring front-wheel drive	\$27,980
Pacifica Touring all-wheel drive	\$30,630

Chrysler Pacifica Limited:

Pacifica Limited front-wheel drive	\$34,155
Pacifica Limited all-wheel drive	\$36,205

Chrysler Brand

Driven by award-winning new models, the Chrysler brand has seen a dramatic increase in sales, market share and brand image, culminating in 2005 calendar year sales of 649,293 units — an all-time Chrysler brand yearly sales record. Since 1990, Chrysler brand sales have jumped 251 percent. No other American automotive brand has grown as much during the same time frame.

All Chrysler Pacifica models are built at DaimlerChrysler's Windsor Assembly Plant in Windsor, Ontario, Canada.

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