

DaimlerChrysler Canada Lowers Prices on the New 2007 Chrysler Pacifica and Adds More Content, Performance and Standard Safety Features

- New 2007 MY Pacifica models offer consumers an average \$4,650 better value than 2006 MY lineup
- New 4.0-litre V-6 aluminum engine with 190 kW (255 hp) and 373 N•m (275 lb. ft.) of torque mated to a new six –speed Auto/Stick™ 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, odour-resistant and anti-static cloth seats

August 2, 2006, Windsor, Ontario -

DaimlerChrysler Canada today announced pricing for the new 2007 Chrysler Pacifica, a sports tourer that offers the best features of an SUV, minivan and passenger car all rolled into one safe and stylish vehicle. The new 2007 Chrysler Pacifica features a new 4.0-litre aluminum V-6 engine mated to a new six-speed automatic transmission, updated exterior styling, more standard equipment, including all-row side-curtain air bags and Electronic Stability Program (ESP), and an average Canadian Manufacturer's Suggested Retail Price (MSRP) of roughly \$3,050 less than outgoing models.

The starting Canadian MSRP of the new 2007 Chrysler Pacifica is \$34,440 (plus a \$1,200 destination fee). It will begin to arrive in dealerships this fall.

"Chrysler, Canada's best-selling luxury brand in 2005, is known for offering premium amenities at less than premium prices," said Judy Wheeler, Vice President – Marketing, DaimlerChrysler Canada. "In keeping with this tradition, the new 2007 Chrysler Pacifica offers an average of \$1,600 of added standard features and an average \$3,050 lower price over its predecessor."

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.

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

2007 Chrysler Pacifica Five Passenger Front-wheel-drive (FWD) Model

The Chrysler Pacifica offers exceptional value for an entry-level sports tourer with a Canadian MSRP starting at \$34,440 (plus a \$1,200 destination fee). Standard features on the 2007 Pacifica Five-passenger FWD model include a 3.8-litre V-6 engine with 157 kW (210hp) of power and 332 N•m (245 lb. ft.) of torque, four-speed automatic transmission with Variable Line Pressure (VLP) and Auto/Stick™, 2+3 five-passenger seating, rear 65/35 split folding bench seat with folding centre armrest, YES Essentials™ stain resistant, odour resistant, anti-static cloth seating, all-row side-curtain air bags, four-wheel anti-lock brake system (ABS), Brake Assist, ESP, traction control, four-wheel independent suspension equipped with premium five-link rear suspension, multi-stage drive and front-passenger air bags with Occupant Classification System, Lower Anchors and Tethers for CHildren (LATCH) child seat anchors, driver-side inflatable knee blocker, sunscreen glass, rear window defroster, power heated fold-away mirrors, illuminated keyless entry with Sentry Key™ engine immobilizer, air conditioning with manual dual zone temperature control, four-gauge instrument cluster with analogue clock, rear window, one-touch-up on front windows, power eight-way driver seat and four-way front passenger seat, tire pressure monitoring system, lower bodyside moulding, speed control, AM/ FM/CD radio with seven Infinity® speakers, steering wheel mounted audio controls, 140 amp alternator, performance suspension, load leveling and height control, tilt steering column, BeltAlarm™, front seatback grocery bag hooks, 12-volt front and rear power outlets and 17-inch steel wheels.

2007 Chrysler Pacifica Touring FWD and AWD Models

With a starting Canadian MSRP for the front-wheel drive model of \$36,740 (plus a \$1,200 destination charge) and \$40,835 (plus a \$1,200 destination charge) for the all-wheel drive model, the Chrysler Pacifica Touring comes standard with a 4.0-litre V-6 engine producing 190 kW (255 hp) and 359 N•m (265 lb. ft.) of torque mated to a new six-speed automatic transmission with VLP. In addition to the standard features available on the Chrysler Pacifica Five-passenger models, the Chrysler Pacifica Touring model adds 2+2+2 six-passenger seating including second-row individual seats with fore-aft and recline adjustments, sun visors with illuminated vanity mirrors, air conditioning, Automatic Temperature Control (ATC) with dual zone control and air filtering, Vehicle Information Centre, rear courtesy/reading lamps, leather-wrapped steering wheel, HomeLink® universal garage door opener transceiver, power ten-way driver seat and four-way passenger seat and body colour door handles and front fog lamps.

2007 Chrysler Pacifica Limited

For 2007, the Chrysler Pacifica Limited all-wheel drive model has a starting Canadian MSRP of \$45,910 (plus a \$1,200 destination charge). In addition to the standard features available on the Chrysler Pacifica Touring model, the Chrysler Pacifica Limited model adds the following standard equipment: ParkSense rear park assist system, luxury leather trimmed first- and second-row bucket seats, wood/leather wrapped steering wheel and shift knob, rear view auto dim mirror, auto dim driver's side exterior mirror, heated first- and second- row seats, radio/driver seat /mirrors memory, automatic headlamps, body colour fascias and body side body colour moulding, 19-inch chrome-clad aluminum wheels, power adjustable pedals with memory, power liftgate, six-disc in-dash CD/ DVD changer, AM/FM/CD/DVD video/DVD audio/MP3 radio, power sunroof and premium tire pressure monitoring system that includes self-learning capability and display of specific tire that is low or high.

2007 Chrysler Pacifica Pricing

Following is pricing for the new 2007 Chrysler Pacifica models. All prices do not include a \$1,200 destination fee.

Chrysler Pacifica:

Pacifica front-wheel drive \$34,440

Chrysler Pacifica Touring:

Pacifica Touring front-wheel drive \$36,740

Pacifica Touring all-wheel drive \$40,835

Chrysler Pacifica Limited:

Pacifica Limited all-wheel drive \$45,910

Manufacturing Information

The 2007 Chrysler Pacifica is assembled at the Windsor Assembly Plant in Windsor, Ontario. The 3.8-litre and 4.0-litre engines are manufactured at the Trenton Engine Plant, Trenton, Michigan. The six-speed automatic transmission is manufactured at the Kokomo Transmission Plant, Kokomo, Indiana.

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