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The Original Luxury Minivan Updates the Recipe

- Chrysler brand originated the luxury minivan
- Brand offers upscale amenities for 17 years

January 6, 2007, Detroit - As the originator of the first luxury minivan segment in 1989, Chrysler has offered families a minivan with upscale and luxury amenities for 17 years. The 2008 Chrysler Town & Country continues the tradition of elegant style, unmatched comfort and flexibility, attention to detail and safety and security features that families expect.

Driven by award-winning new models, the Chrysler brand has seen a dramatic increase in sales, market share and brand image in recent years. Since 1990, Chrysler brand sales have jumped more than 250 percent. No other American automotive brand has grown as much during the same time frame.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as a leader in great design, purposeful technology and value. With the launch of the all-new Sebring, the Aspen — the first-ever full-size sport-utility vehicle for the brand — and now the all-new 2008 Chrysler Town & Country, the momentum is sure to continue.

The Chrysler Town & Country has the heritage of being the original luxury minivan. Introduced in 1989, the Chrysler Town & Country broke new ground with luxurious accommodations and features typically not found on a minivan at that time.

The 2008 Chrysler Town & Country offers contemporary, tailored styling, abundant standard safety features, unmatched flexibility and purposeful technology in an elegant package that doesn't sacrifice value or performance.

The primary 2008 Chrysler Town & Country target customer in the United States is a married couple between the ages of 35 and 45 with two or more children older than six years of age at home. The median household income is \$80,000, and 65 percent are college graduates.

The secondary customers are "empty nesters" between the ages of 55 and 65 who do not have children living at home. The median household income for this target customer is \$60,000 per year. Approximately 40 percent are college graduates.

"The 2008 Chrysler Town & Country minivan lets customers share the good life with family and friends," said David Rooney, Director – Chrysler Brand, Chrysler Group. "Luxury amenities, elegant style and unmatched flexibility make this minivan the best choice for customers who don't want to compromise style or their active lifestyle."

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