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## Chrysler LLC Celebrates 25th Anniversary of the Minivan

- New 25th Anniversary Edition 2009 Chrysler Town & Country and Dodge Grand Caravan minivans commemorate the ultimate invention in family transportation
- Since inventing the minivan in 1983, Chrysler has sold more than 12 million minivans and continues to command more than 40 percent of the U.S. minivan market
- 2009 Chrysler and Dodge minivans lead with more than 65 minivan-first innovations
- Unsurpassed fuel economy of 17 city / 25 highway mpg achieved with newly optimized 4.0-liter engine, minivan-first six-speed automatic transmission and best-in-class aerodynamics
- New special-edition Chrysler and Dodge 25th Anniversary Edition minivans to feature great value with a large selection of standard features including Stow 'n Go® seating in premium leather, and unique exterior and interior appointments

November 2, 2008, Auburn Hills, Mich. - Chrysler LLC today introduced the 2009 Chrysler Town & Country and Dodge Grand Caravan 25th Anniversary Editions to celebrate the minivan segment's Silver Anniversary. 25th Anniversary models will be available this winter as special editions of the 2009 Chrysler Town & Country and Dodge Grand Caravan.

With more than 65 minivan-first innovations since 1983, the 2009 Chrysler and Dodge 25th Anniversary Edition minivans pay homage to the more than 12 million minivans sold worldwide, with unique exterior and interior appointments, large selection of popular features and commemorative 25th Anniversary badging that affirms Chrysler LLC as the leader in family transportation.

"Twenty-five years later, Chrysler and Dodge continue to dominate and innovate in this important segment," said Deborah Meyer – Vice President and Chief Marketing Officer, Chrysler LLC. "With numerous minivan segment-exclusive features including Stow 'n Go seating and storage, and the best fuel economy rating, it is no surprise that Chrysler and Dodge minivans command more than 40 percent of the U.S. minivan market."

Understanding the changing needs of families around the globe has allowed Chrysler and Dodge minivans to lead the segment since the first-generation began production on November 2, 1983 at the Windsor Assembly Plant. Chrysler designers and engineers studied the family vehicle market as early as 1977, knowing a family vehicle need existed between full-size vans and large station wagons. After numerous studies, a new "magic wagon" formula utilized a front-engine, front-wheel drive design, a low flat-load floor with chair-height seating and walk-through access from front-row to second-row, a convenient sliding door and an efficient "garageable" size. In comparison to full-size van and large station wagon, neither vehicle segment could match the combination of versatility, car-like ride and fuel efficiency of Chrysler's new "minivan" formula.

New 2009 Chrysler and Dodge minivans continue to perfect the award-winning minivan formula that originated a quarter-century ago; offering the ultimate "family room on wheels" on the inside, a contemporary design on the outside, and a powertrain offering unsurpassed fuel economy performance in the segment.

The most flexible seating and storage system in the minivan segment, Stow 'n Go® is standard on all 2009 Chrysler and Dodge minivan models giving customers second- and third-row seating that quickly and conveniently folds into the floor. Adding even more family-fun and entertainment, the minivan-first Swivel 'n Go™ seat system allows the second-row seats to swivel 180 degrees to face rearward. Swivel 'n Go also includes a removable table that fits between the second and third rows and a fold-in-the-floor third-row seat. A minivan-first one-touch power-folding third-

row seat is available with either the Stow 'n Go or Swivel 'n Go seat systems.

Innovative entertainment features complement Chrysler and Dodge minivans' unique second- and third-row seating. A large nine-inch dual-DVD system with third-row monitor plays different media at the same time, while the segment-exclusive uconnect studios SIRIUS Backseat TV with Nickelodeon, Disney Channel and Cartoon Network Mobile provides satellite entertainment with family-fun programming.

Front-row passengers may also enjoy features of the uconnect tunes with music, audio, movie and personalized picture display capability, a 30-gigabyte hard drive for 6,700 songs, USB port, SIRIUS Satellite Radio, front-row movie playback (in Park as permitted by state regulations), an audio jack for any MP3 player audio playback and iPod connectivity in the glove box. uconnect gps adds even more capability with navigation, voice controls and real-time traffic monitoring.

Updating the classic, utilitarian shape of the first generation, the fifth-generation 2009 Chrysler and Dodge minivans feature a contemporary profile that is thoughtful, tailored, maximizes interior space, and features best-in-class aerodynamics (Cd of 0.33) to improve fuel efficiency.

Behind the unique front-end designs of 2009 Chrysler and Dodge minivans, an available aluminum six-cylinder engine and a minivan-first six-speed automatic transmission offer unsurpassed fuel economy, and the segment's best combination of horsepower (251 hp) and torque (259 ft.-lb.). With an EPA fuel economy rating of 17 city and 25 highway mpg, the powerful 4.0-liter engine gives customers the fuel economy they want, the seven-passenger seating they need and the power they expect.

### **2009 Chrysler Town & Country and Dodge Grand Caravan 25th Anniversary Editions**

Adding to the value of the 2009 Chrysler Town & Country Touring and Dodge Grand Caravan SXT, the 2009 Anniversary Editions feature new luxurious interior appointments. New Dark Slate and Medium Slate Gray interior combinations create a premium atmosphere while enhancing the interior of Chrysler's fifth-generation minivans. A unique combination of wood trim on the instrument panel and doors accent satin finishes and provide a sense of detail. New monotone Dark Slate Gray or Light Shale seats feature perforated leather and are enhanced with French-seamed seat stitching. Additional standard features include minivan-first Stow 'n Go seating and storage system, heated first- and second-row seating, uconnect studios SIRIUS Satellite Radio, "25th Anniversary Edition" badging and unique 17-inch wheels and tires.

Segment-exclusive uconnect studios SIRIUS Backseat TV with Nickelodeon, Disney Channel and Cartoon Network Mobile, all-new Blind Spot Monitoring and Rear Cross Path System are some of the available features on these special-edition 2009 Chrysler and Dodge 25th Anniversary Editions.

### **Dodge Brand**

With a U.S. market share of 6.2 percent, Dodge is Chrysler LLC's best-selling brand and the sixth-largest nameplate in the U.S. automotive market. In 2007, Dodge sold more than 1.3 million vehicles in the global market.

The Dodge brand's first crossover vehicle — the all-new 2009 Dodge Journey — arrived in dealer showrooms in the first quarter of 2008, and is now available outside North America in petrol and diesel powertrains in both left- and right-hand drive. Available now, Dodge added three more vehicles to its product lineup — the all-new 2009 Dodge Ram with game-changing exterior and interior design, innovations, best-in-class features and craftsmanship; and the all-new 2009 Dodge Challenger, a modern interpretation of the American muscle car.

Last fall, America's best-selling minivan for over two decades, the all-new 2008 Dodge Grand Caravan, was introduced with 35 new or improved features, including the newest innovation, the Swivel 'n Go™ seating system. In 2007, Dodge sold 33,500 commercial vehicles, a 285 percent increase over 2003 when the company returned to the commercial vehicle market and is now the sixth-largest manufacturer of commercial vehicles sold in the U.S.

### **Chrysler Brand**

Chrysler is the seventh-largest brand in the U.S. automotive market. The brand's succession of innovative products continues to solidify Chrysler's standing as the leader in design, agile performance and innovative technology built around a customer's needs, all at an extraordinary value.

Loaded with premium features including fuel-saving Multi-displacement System technology, the 2009 Chrysler 300 continues to stand apart from the crowd. The dramatic exterior design of the award-winning Chrysler 300, along with

sophisticated interior amenities and technologies, establish a new large-car formula.

The award-winning 2009 Chrysler Town & Country is a “family room on wheels” with the Swivel ‘n Go™ seating and storage system, stowable table, dual-DVD entertainment system and SIRIUS Backseat TV available.

For customers seeking fuel efficiency, the Chrysler Sebring sedan achieves 30 miles per gallon (mpg) highway fuel economy and has been certified by the U.S. Environmental Protection Agency's (EPA) SmartWay program, which recognizes the cleanest, most efficient vehicles sold in the United States.

**FEED DATE: MONDAY, NOVEMBER 3**

**FEED TIMES:**

15:15-15:30 (3:15-3:30pm) ET

16:15-16:30 (4:15-4:30pm) ET

17:15-17:30 (5:15-5:30pm) ET

**SATELLITE COORDINATES (all feeds):**

C-band analog

Galaxy 28 Transponder 15

D/L Freq - 4000V

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