

Contact: General Media Inquiries  
Kristin Starnes

## **More Than Twelve Million Minivan Owners Can't Be Wrong, Enter 2009 25th Anniversary Edition Chrysler and Dodge Minivans**

Chrysler celebrates Silver Anniversary with special-edition 2009 Chrysler Town & Country and Dodge Grand Caravan 25th Anniversary Edition minivans

- Arriving at dealerships nationwide, new Chrysler and Dodge 25th Anniversary Edition minivans offer premium interior features, unique exterior accents and new exterior paint colors
- Unsurpassed minivan-segment fuel economy of 17 city / 25 highway miles per gallon (mpg) available with 4.0-liter engine and minivan-first six-speed automatic transmission
- 2009 Chrysler minivans lead with more than 65 minivan-first innovations

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While Trivial Pursuit was the gaming craze in 1984, nothing about Chrysler's invention—the minivan—was trivial. With more minivan-first innovations than any other minivan on the market—ever, Chrysler and Dodge minivans continue to be the best vehicles to haul families and their belongings. And with more than 40 percent U.S. market share, the third largest name plate in Canada, unsurpassed fuel economy and sales in more than 80 countries—2009 Chrysler and Dodge minivans trivialize the competition.

In celebration of the minivan's Silver Anniversary, Chrysler is offering all-new 2009 Chrysler Town & Country and Dodge Grand Caravan 25th Anniversary Edition minivans, loaded with minivan-first innovations and premium features, to celebrate the invention that changed family transportation forever.

Commemorating more than 12 million minivans sold since 1983, Chrysler and Dodge 25th Anniversary Edition minivans feature special "25th Anniversary Edition" exterior badging, unique 17-inch aluminum wheels with Mineral Gray painted accents and a large selection of value-added features, including premium leather seating, and the segment's first and only Stow 'n Go® seating and storage system.

Best-in-class aerodynamics and a minivan-first six-speed automatic transmission provide 2009 Chrysler and Dodge 25th Anniversary Edition minivans with efficient-dynamics. A 4.0-liter V-6 aluminum engine offers unsurpassed fuel economy and the minivan-segment's best combination of horsepower (251 hp), 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 and the power they expect.

"Since Chrysler began its minivan development more than 25 years ago, no competitor has innovated as many minivan-first features as Chrysler and Dodge minivans," said Mike Accavitti, Director—Chrysler, Jeep and Dodge Brands, Chrysler LLC. "With numerous minivan segment-exclusive features like Stow 'n Go seating and storage, dual-DVD entertainment system and an unsurpassed fuel economy rating, it is no surprise that 2009 Chrysler and Dodge minivans together command more than 40 percent of the U.S. minivan market."

These special-edition minivans are available now at Chrysler and Dodge dealers nationwide with a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$34,180 and \$31,995, respectively (including \$820 destination).

### **2009 Chrysler Town & Country 25th Anniversary Edition**

The 2009 Chrysler Town & Country 25th Anniversary Edition minivans feature a 3.8-liter V-6 engine and fluid six-speed automatic transmission. In addition, this special-edition Chrysler Town & Country features an even more luxurious interior. New interior combinations in Dark Slate Gray and Light Shale are paired with Dark Maple Burl trim and satin finishes on the instrument panel and doors to provide added detail. New monotone Dark Slate Gray or Light

Shale seats feature perforated leather and are finished with French-seamed seat stitching. Additional standard features include the minivan-first Stow 'n Go seating and storage system, uconnect tunes, minivan-first second- and third-row nine-inch dual-DVD entertainment system, LED lighting with ambient halo light ring, heated first- and second-row seating and uconnect tunes.

Exterior equipment on the 2009 Chrysler Town & Country 25th Anniversary Edition includes the availability of all-new Mineral Gray Metallic exterior paint, unique nine-spoke 17-inch aluminum wheels with Mineral Gray Metallic painted pockets, chrome belt and body-side moldings, roof rack with cross bars and "25th Anniversary Edition" badging.

Available features on this special-edition 2009 Chrysler Town & Country include segment-exclusive uconnect studios SIRIUS Backseat TV with Nickelodeon, Disney Channel and Cartoon Network Mobile, uconnect gps, all-new Blind Spot Monitoring (BSM) and Rear Cross Path (RCP) accident-avoidance systems and the 4.0-liter aluminum V-6 engine that achieves a minivan-best fuel economy label of 17 city / 25 highway mpg.

### **2009 Dodge Grand Caravan 25th Anniversary Edition**

The 2009 Dodge Grand Caravan 25th Anniversary Edition minivans feature a fluid six-speed automatic transmission and powerful 4.0-liter aluminum V-6 engine with a minivan-best fuel economy label of 17 city / 25 highway mpg as standard equipment. Inside, the 2009 Dodge Grand Caravan 25th Anniversary Edition adds even more enhancements to the contemporary Dodge interior. Dark Slate Gray or Light Shale interior combinations complement the sporty interior of the Dodge brand's fifth-generation minivan. A unique combination of Blackwood on the instrument panel and doors accent satin finishes and provide a sense of added detail. An updated instrument panel includes a new Dodge-specific four-gauge cluster, additional satin finishes and a glove box with Blackwood trim. New monotone Dark Slate Gray or Light Shale seats feature perforated leather 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 and LED lighting with ambient halo light ring.

Additional available equipment on the 2009 Dodge Grand Caravan 25th Anniversary Edition includes the availability of all-new Mineral Gray Metallic exterior paint, new sport-tuned suspension with unique five-spoke 17-inch aluminum wheels featuring Mineral Gray painted pockets, chrome belt moldings, fog lamps, roof rack with cross bars and "25th Anniversary Edition" badging.

Some of the available features on this special-edition 2009 Dodge Grand Caravan include minivan-first second- and third-row nine-inch dual-DVD entertainment system, uconnect studios SIRIUS Backseat TV with Nickelodeon, Disney Channel and Cartoon Network Mobile, uconnect gps, all-new BSM and RCP accident-avoidance systems.

### **The Ultimate "Family Room on Wheels"**

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.

Innovative entertainment features complement Chrysler and Dodge minivans' unique second- and third-row seating. An available nine-inch widescreen dual-DVD system with second- and third-row monitors can play 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.

### **More Than 30 Safety and Security Features**

With more than 30 safety and security features, the 25th Anniversary Edition Chrysler and Dodge minivans offer minivan-first Blind Spot and Rear Cross Path advance safety systems. The all-new BSM accident-avoidance system detects a possible unseen vehicle when changing lanes. The RCP accident-avoidance system aids the driver any time the vehicle is in Reverse and warns if any traffic is moving toward the vehicle. Both systems utilize dual ultra-wideband radar sensors that notify the driver via an audible chime and a visible icon on outside mirrors.

Chrysler and Dodge minivans feature standard all-row supplemental side-curtain air bags, advance multi-stage front-driver and passenger air bags and an Electronic Stability Program that have helped both minivans achieve top safety ratings from both the Insurance Institute for Highway Safety and the U.S. Government.

### **Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology—all at an extraordinary value—since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of a Sebring Convertible, or the “family room on wheels” functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go seating and storage system on the Chrysler Town & Country, the fuel-saving Multi-Displacement System (MDS) in the Chrysler 300 and uconnect phone utilizing Bluetooth technology on the Chrysler Sebring and Chrysler Sebring Convertible. Both Sebring models also achieve at least 28 highway mpg fuel economy.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

### **Dodge Brand**

With a work-hard, play-hard attitude, the Dodge brand continues to offer a full line of cars, trucks, SUVs, commercial vehicles and sales-leading, fifth-generation minivans in 2009.

Dodge introduced several new vehicles in 2008, including the all-new 2009 Dodge Journey, the 2009 Dodge Challenger and the 2009 Dodge Ram. Dodge also celebrates the 25th anniversary of the minivan during the 2009 model year.

Also in 2008, Dodge Journey entered key volume markets outside North America, joining the Dodge Avenger, Nitro and Caliber. Dodge Caliber was the highest sales volume vehicle for the company outside North America in 2008.

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