

Contact: General Media Inquiries  
Rick Deneau

## **2010 Chrysler Town & Country Awarded *Detroit News* Readers' Choice "Best Family Hauler"**

- Chrysler Town & Country wins fifth time in annual award's sixth year
- *Detroit News* reader-judges award reflects consumer sentiment at the 2010 North American International Auto Show
- Five consecutive Readers' Choice awards reinforce Chrysler's leadership in minivan functionality, versatility and design
- Chrysler brand celebrates its 20th year as the segment's foremost luxury minivan
- Chrysler invented the minivan and leads the segment with more than 65 minivan-first features including Stow 'n Go<sup>®</sup> and Swivel 'n Go<sup>™</sup> seating and storage systems, second- and third-row nine-inch dual-DVD entertainment system, Blind-spot Monitoring (BSM) and Rear Cross Path (RCP) advance safety systems

January 14, 2010, Auburn Hills, Mich. - The 2010 Chrysler Town & Country was awarded the *Detroit News* Readers' Choice "Best Family Hauler." A panel of 100 consumer-minded *Detroit News* reader-judges — rather than industry professionals — selected the 2010 Chrysler Town & Country as the best family vehicle at the 2010 North American International Auto Show.

"Celebrating 20 years as the minivan segment's foremost luxury minivan, we are honored to receive the fifth consecutive Detroit News Readers' Choice Award for Best Family Hauler," said Olivier Francois, President and CEO, Chrysler Brand, Chrysler Group LLC. "The 2010 Chrysler Town & Country continues to be the best vehicle to transport people and things with minivan-first second- and third-row fold-in-floor Stow 'n Go seating, segment-exclusive SIRIUS Backseat TV with family-friendly programming and unsurpassed 17 city / 25 highway mpg fuel economy with 4.0-liter aluminum engine—a label unbeaten among minivans."

### **About 2010 Chrysler Town & Country**

With more than 26 years of unsurpassed leadership in minivan engineering and design, Chrysler Town & Country celebrates its 20th year as the segment's foremost luxury minivan. The 2010 Chrysler Town & Country continues to set the mark in minivan innovation and value with more than 65 minivan-first features, a contemporary appearance, two distinct seating and storage systems, Stow 'n Go<sup>®</sup> and Swivel 'n Go<sup>™</sup>, segment-exclusive SIRIUS Backseat TV and more than 40 available safety features.

Commemorating two decades of minivan luxury and innovation, the special-edition 2010 Chrysler Town & Country Walter P. Chrysler Signature Series features an even more luxurious interior with unique two-tone seating with French-seamed stitching, Macassar Range wood trim and satin finishes on the instrument panel and doors to provide added detail. Additional standard features include the minivan-first Stow 'n Go seating and storage system, Media Center 430 radio with touchscreen and 30-gigabyte hard drive, minivan-first second- and third-row nine-inch dual-DVD entertainment system, heated first- and second-row seating and LED lighting with ambient halo light ring. Unique seven-spoke 17-inch aluminum wheels with platinum-chromed finish, chromed belt, fascia accents and body-side moldings, roof rack with cross bars and "Walter P. Chrysler Signature Series" front door badging enhance this special-edition Chrysler Town & Country's exterior appearance.

The 2010 Chrysler Town & Country received the U.S. Government's Five Star crash test rating in both front and side impact tests. The U.S. Manufacturer's Suggested Retail Price (MSRP) for the 2010 Chrysler Town & Country LX is \$25,995 (including \$820 destination).

### **About the 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 1925.

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.

Chrysler celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 segment-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. The 2010 Chrysler Town & Country continues to set the mark in minivan value with more than 40 new or improved features from the previous generation, including unsurpassed 17 city / 25 highway mpg fuel economy. The 2010 Chrysler Town & Country is also the first minivan in the segment to feature Blind-spot Monitoring (BSM) and Rear Cross Path (RCP) accident avoidance safety systems.

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.

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