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The New 2011 Chrysler Town & Country Delivers Exquisite Innovation, Driving Families Safely to their Destination

- The promise of great American design and engineering is fulfilled by the new 2011 Chrysler Town & Country minivan
- The new Town & Country was designed with more than 40 standard safety and technology features, such as SafetyTec™, which provides industry-leading features including ParkView® rear backup camera, Blind-spot Monitoring and Rear Cross Path detection
- A fresh, sophisticated exterior, a beautifully crafted interior and innovative technology features including Uconnect® Web, essentially transform the minivan into a "hot spot" for internet access, making the Town & Country the ultimate family vehicle
- The new 2011 Chrysler Town & Country is powered by the new 3.6-liter Pentastar V-6 engine providing best-in-class horsepower with excellent fuel economy
- Re-engineered suspension provides customers an exceptional driving experience

November 14, 2010, Auburn Hills, Mich. - The new 2011 Chrysler Town & Country minivan delivers great American design, innovative technology, unparalleled functionality and all the standard safety features a family aspires to have in a vehicle, at a surprising value.

For 2011, virtually every customer touch point was redesigned or re-engineered. From a suspension redesign that delivers an exhilarating driving performance, to the new, exquisitely-crafted interior cabin with clever features a family appreciates, to the beautifully sleek new exterior design, thoughtful innovation was engineered in every aspect of the new Town & Country.

"I am very proud of the new Chrysler Town & Country; it's the first vehicle to wear our new badge - our new wings. Which makes sense because the Town & Country is packed with 'firsts'," said Olivier Francois, President and CEO - Chrysler Brand. "We have improved the suspension from corner to corner, bested the power and fuel economy with the all-new 3.6-liter Pentastar V-6 engine and, of course, upgraded the interior throughout."

Chrysler Group invented the modern minivan in 1983 with the Dodge Caravan and Plymouth Voyager. The first luxury minivan, the Chrysler Town & Country, debuted in 1989. Seventy-five minivan-first innovations and 13 million minivan sales later, the company still leads the way with the best, most innovative vehicle to move people and things.

Chrysler Group continues its industry-leading innovation in the minivan segment with minivan-first features for 2011 including a heated steering wheel, new Stow 'n Place™ roof rack system that allows roof bows to be stored in the rails when not in use, a new, integrated, super center console for first- and second-row passengers, and new fuel economizer mode that helps the driver maximize fuel efficiency.

The new 2011 Chrysler Town & Country offers more than 40 standard safety, security and technology features, providing customers the safety they expect to ensure peace of mind when traveling. Standard safety features include new front seat-mounted air bags, a new driver-side inflatable knee blocker, advanced multistage driver and front passenger air bags, side-curtain air bags for all three rows, electronic stability control, including Brake Assist and all-speed traction control, rain-sensitive windshield wipers, ParkSense® rear park assist system, ParkView® rear backup camera, Blind-spot Monitoring and Rear Cross Path detection.

The Chrysler Town & Country minivan has been refreshed for 2011 with a sleek, elegant exterior design. The new

"face of Chrysler" starts with a new front fascia and grille inspired by the all-new 300 and shared across all the new Chrysler brand vehicles. The Town & Country also is the first vehicle to wear the new Chrysler brand winged badge. A new hood, and projector-style front fog lamps round out the exterior upgrades to the front, setting the expectation of elegance when a customer first spots the vehicle. Also new for 2011 is the rear liftgate with curved back glass, body-color rear spoiler, fascia and liftgate scuff pad with bright stripe, rear light bar and new LED taillamps. A chrome molding that runs across the entire length of the vehicle connects to the bodyside molding to pull the whole package together.

The new world-class interior of the 2011 Chrysler Town & Country minivan is beautifully crafted with high-quality materials that are soft to the touch, and offers tech-savvy entertainment features and smart storage and seating options, including new, more comfortable Stow 'n Go® seating with one-touch fold-down function. The Uconnect® suite of technologies offer touchscreen and voice command for convenient control of multiple media sources and outputs, navigation and handsfree phone. Available Uconnect Web transforms the Town & Country into a "hot spot" to deliver the internet directly to the minivan for instant access to web sites, email and more. Dual DVD entertainment system, SIRIUS satellite radio, SIRIUS Travel Link and SIRIUS Backseat TV™ make the Chrysler Town & Country the ultimate family vehicle.

A new, more luxurious Quad seating option is available for first- and second-row passengers in 2011. The new 2011 Chrysler Town & Country continues to be the best choice for families that want a vehicle with style and value.

A sleek, new, one-piece instrument panel is crafted with premium materials and is more intuitive for the customer with improved ergonomics and larger, beautifully redesigned gauges. The new center stack console has been redesigned with the customer in mind, offering better ergonomics with premium materials and a pleasing appearance. An available new super center console provides clever functionality and storage for CDs, DVDs, notepad and wallet and integrated power outlets, as well as easy driver/passenger access with a pass-through storage space for larger items, like a purse. Trim rings in the console glow an ambient blue-green color, which allows passengers to find the items they are looking for at night. New, premium seating materials and new soft touch door trim panels offer passengers the comforts of home. There's a new Chrysler brand steering wheel with integrated controls for audio, navigation and speed control; a new, improved, gated shifter that shifts smoothly into gear; a minivan-first heated steering wheel option; more than 40 standard safety and technology features; and the best storage and functionality in the segment providing customers value without compromise.

The new Chrysler Town & Country minivan suspension receives major upgrades for the 2011 model year resulting in drivers enjoying an agile, confident, exhilarating driving experience. Almost every system in the suspension was re-engineered, retuned or redesigned by Chrysler engineers, with an emphasis on improving the driver's experience during routine handling and emergency maneuvers, making the ride more comfortable, improving braking and creating a quieter cabin. In addition to the redesigned suspension, the new 2011 Chrysler Town & Country sports new, premium tires, contributing to improved grip and ride comfort. The new 2011 Chrysler Town & Country delivers families a fun driving experience, no matter if the drive is the neighborhood carpool, a family vacation or an exhilarating adventure on twisty roads.

For 2011, a new powertrain delivers best-in-class horsepower without sacrificing fuel efficiency. The new 3.6-liter Pentastar V-6 engine produces 283 horsepower, or 86 more horsepower than the outgoing 3.8-liter V-6 engine, and 260 lb.-ft. of torque. The Pentastar V-6 is mated to the 62TE six-speed automatic transmission. Even with the added horsepower, the 2011 Chrysler Town & Country is expected to maintain an excellent EPA Fuel economy rating. A new fuel economizer mode helps the driver maximize fuel efficiency and new premium, lower-rolling resistance tires and reductions in brake caliper and rear bearing drag make great fuel economy possible. The 3.6-liter Pentastar V-6 engine simplifies vehicle complexity by replacing three V-6 engines that were available in the outgoing model lineup, the 3.3-liter V-6, the 3.8-liter V-6 and the 4.0-liter V-6.

With exquisite styling, a beautifully crafted interior, more than 40 standard safety and technology features, smart, cutting-edge entertainment features and clever seating and storage options, the new Chrysler Town & Country delivers on the Chrysler promise to provide every owner a vehicle that satisfies their dreams.

The new 2011 Chrysler Town & Country will appeal to both generation X professionals with two or more children in their household and baby boomers who have no children in the household. Safety and value are two of the primary

reasons for purchase, though this customer also needs the functionality and space to ease the challenges of family life.

The 2011 Chrysler Town & Country is available in the United States in three different models: the Chrysler Town & Country Touring, Town & Country Touring L and Town & Country Limited. These models provide customers exquisite innovation, abundant standard safety features and the versatility they need, all at a surprising value.

The 2011 Chrysler Town & Country is available in eight exterior colors: Blackberry Pearl Coat, Bright Silver Metallic Clear Coat, Brilliant Black Crystal Pearl Coat, Deep Cherry Red Crystal Pearl Coat, Stone White Clear Coat, White Gold Clear Coat, Sapphire Crystal Metallic Clear Coat (late availability) and Dark Charcoal (late availability).

The new 2011 Chrysler Town & Country minivans arrive in dealer showrooms later this year.

The 2011 Chrysler Town & Country minivan is built at Chrysler Group LLC's Windsor Assembly Plant in Windsor, Ontario, Canada.

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