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## **Chrysler Canada's Windsor Assembly Plant Employees Celebrate City's Biggest Ever Toy Drive**

- Chrysler Canada's Windsor Assembly Plant employees fill the holidays with joy for local kids with the donation of brand new toys valued at \$26,000 which filled six Dodge Grand Caravan and Chrysler Town & Country minivans
- 11th anniversary of Windsor Assembly Plant employee campaign
- Biggest contribution from Windsor Assembly Plant employees to date
- "Sparky's Toy Drive" provides toys to over 3,000 kids from roughly 1,200 families in Windsor-Essex County annually

December 6, 2013, Windsor, Ontario - Building on a decade long tradition, Chrysler Canada's Windsor Assembly Plant employees helped brighten the holidays for many area families with Windsor and Essex County's largest toy drive.

Six Dodge Grand Caravan and Chrysler Town & Country minivans were stuffed full of holiday joy with brand new toys valued at \$26,000 today outside of the Windsor Assembly Plant.

On hand were members of the Windsor Fire Department, including "Sparky the Fire Dog," Salvation Army representatives and Unifor local 444 members to help unload the thousands of toys from the minivans. In its 11th campaign, the toy drive has continually grown year-after-year, becoming a staple of the plant's commitment to giving back to the local community. The toys will be donated to "Sparky's Toy Drive," to benefit local children that are in need this holiday season.

"For over a decade, Windsor Assembly Plant employees have brought smiles to thousands of children in our community throughout the holiday season and I couldn't be more proud of their ongoing support," said Dan Omahen, Plant Manager, Windsor Assembly Plant, Chrysler Group LLC.

"The toys provided by the employees at the Windsor Assembly Plant are easily the biggest contribution every year for Sparky's Toy Drive," said John McRae, Sparky Toy Drive Coordinator, Windsor Fire Department. "We are extremely grateful for this donation, as we will now be able to make sure that every qualifying child in our community will have gifts for the holidays."

Since 2002, nearly 40 minivans full of toys valued at over \$125,000 have been donated by Windsor Assembly Plant employees and benefited roughly 33,000 children in need during this time of year. Throughout the month of December the toys will be distributed at local Salvation Army events.

### **About Dodge Grand Caravan**

The Windsor-built Dodge Grand Caravan – Canada's best-selling minivan celebrates its 30th anniversary in 2014 and continues to innovate in the segment it created offering an unprecedented level of functionality, convenience, safety and value. With a starting Manufacturer's Suggested Retail Price (MSRP) of \$19,895, the Dodge Grand Caravan is one of the most affordable seven-passenger vehicles in Canada. Dodge Grand Caravan features the award-winning Pentastar™ 3.6-litre V6 engine that delivers best-in-class 283 horsepower fuel economy ratings up to 7.9 L/100 km, or up to a 955 kilometre driving range. This IIHS Top Safety Pick also has more than 45 safety, security

and technology features, and a 5-year/100,000-kilometre powertrain warranty.

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

Canada's most luxurious minivan, the 2014 Chrysler Town & Country minivan is celebrating the 30th anniversary of the minivan as one of the leading innovators in the segment that Chrysler Group created. The first luxury minivan, the Chrysler Town & Country, debuted in 1989. The 3.6-litre Pentastar™ VVT V6 engine is a three-time "Ward's Automotive "10 Best Engine" in the industry and produces 283 horsepower and 260 lb.-ft. of torque. The V6 is mated to the six-speed automatic transmission to maximize fuel efficiency and achieve 12.5 L/100km (23 mpg) in the city, 8.0 L/100km (35 mpg) on the highway. With exquisite styling, a beautifully crafted interior, more than 40 standard and available safety and technology features, smart, cutting-edge entertainment features and clever seating and storage options, the Chrysler Town & Country delivers on the Chrysler promise to provide every owner a vehicle that satisfies their desires.

### **About Chrysler Canada**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep®, Dodge, Ram, SRT, Fiat and Mopar® vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

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