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Chrysler Launches All-New 2004 Chrysler Pacifica

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- With Innovative Packaging and Proportions, Chrysler Pacifica Defines New Sports Tourer Category

Chrysler put America's families on wheels with the introduction of the first minivan in 1983. For 2001, the brand introduced yet another head-turning segment buster called the PT Cruiser. In 2003, with the introduction of Chrysler Pacifica, the company lays claim to an entirely new proposition in premium automotive transportation called sports tourer.

"In terms of innovative packaging and proportions, there's nothing else like it," said Dieter Zetsche, President and CEO of the Chrysler Group. "We're confident that Chrysler Pacifica will revolutionize the premium vehicle market much in the same way that the Chrysler PT Cruiser revolutionized the small vehicle market."

With easy step-across entry and exit, first-class seating, three rows of seats, and fold-flat second and third row seats, Chrysler Pacifica sets a new packaging standard in premium automotive transportation. In addition, Pacifica offers premium amenities including an in-cluster navigation system, Infinity® Intermezzo™ 5.1 digital surround sound system, six-disc in-dash CD/DVD changer, SIRIUS satellite radio, UConnect™ hands-free communication, and a power liftgate.

New Features for 2004

Chrysler Pacifica incorporates stringent quality standards, extensive safety development and one of the world's first three-row side curtain air bags. This commitment to safety and protection, helped the Chrysler Pacifica earn the highest rating vehicles can receive – 5-stars – for all frontal and side impact tests from the National Highway Traffic Safety Administration (NHTSA).

2004 Chrysler Pacifica Development and Production

Chrysler Pacifica was developed in 30 months at a cost below \$1 billion. Production of Chrysler Pacifica began in early 2003 at DaimlerChrysler's Windsor (Canada) Assembly Plant. While Pacifica is built in the same plant as Chrysler and Dodge minivans, it is built on its own new, unique platform, but uses existing corporate components, including the same proven 3.5-liter V6 engine that powers the award-winning Chrysler 300M.

Chrysler Brand

With the introduction of the all-new 2004 Chrysler Pacifica and Crossfire, the Chrysler brand continues to build momentum. Chrysler brand sales have nearly quadrupled to 481,000 units in 2002 from 130,542 units in 1991.

"Every year, more than 2.7 million people move in and out of sport-utility vehicles, minivans and sedans, which provides a great opportunity for Pacifica because of its unique design and high level of flexibility," said Tom Marinelli, Vice President, Chrysler Marketing. "With innovative packaging, proportions and performance, Pacifica will offer a fresh alternative for people coming out of these traditional market segments.

"Without question, Pacifica and Crossfire mark a pivotal time in the 80-year history of the Chrysler brand," continued Marinelli. "With a complete lineup of head-turning vehicles, our showrooms have never looked better. With the addition of Pacifica and Crossfire, Chrysler will now have some of the most appealing vehicles under one roof."

2004 Chrysler Pacifica Premium Amenities

Fun-to-Drive

- 3.5-liter SOHC V-6 engine from award-winning Chrysler 300M

- 250 horsepower, 250 lb-ft of torque
- Four-speed automatic transaxle with AutoStick®
- Independent front suspension
- Five-link rear suspension with load-leveling
- Four-wheel anti-lock disc brakes
- Power, memory adjustable pedals

Cabin Comfort and Flexibility

- Leather-trimmed seats in first and second rows with seat-mounted armrests
- 10-way power driver's seat
- Heated first and second row seats
- Second row bucket seats with fore-aft, recline, and fold-flat capabilities
- Full-length, first and second row center console with storage and cup holders; cell phone holder in first row
- Six-passenger seating in three rows (2+2+2)
- Second and third row individual seats fold to create flat-load floor
- Third row: easy access to the 50/50 bench
- Easy step-in height
- Power sunroof
- Power liftgate
- Dual-zone automatic temperature control
- Auxiliary fan for rear seat passengers
- Rear cargo bin storage

In-Vehicle Technology

- Integrated in-instrument cluster navigation system
- DVD Rear Seat Video™ entertainment system with drop-down video screen, remote control and wireless headphones
- Infinity® Intermezzo theater-style 5.1 surround sound digital audio system
- UConnect™ hands-free communication system
- SIRIUS satellite radio, prepped for Mopar installation
- Comprehensive memory system (radio, driver seat, pedals, and exterior mirrors)
- Universal garage door opener
- Steering wheel-mounted controls (cruise control and radio)

- Electronic Vehicle Information Center (EVIC) with programmable features

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