

Contact: Rick Deneau
Bryan Zvibleman

Chrysler Designers Carve Next Segment Buster

February 16, 2003, Auburn Hills -

- All-New 2004 Chrysler Pacifica Follows In Footsteps of First Minivan and PT Cruiser

After designing the segment-busting PT Cruiser, Chrysler designers aimed their sketch pads at the premium end of the brand's lineup to design the "next big thing." Their efforts resulted in the 2004 Chrysler Pacifica sports tourer.

Designing the Next Big Thing (NBT)

"When we started working on this project, our objective was clear," said Trevor Creed, Senior Vice President, Design. "We wanted to design what we call the NBT, or the next big thing. We wanted to design a vehicle unlike any other in the marketplace - a vehicle that didn't conform to the traditional proportions of a car, sport-utility vehicle or minivan, yet featured their best attributes."

Exterior Design: Handsome Protector

"Pacifica's exterior is solid, confident and handsome," said Joe Dehner, Director of Design. "We gave it a solid appearance by using distinctive, protective design cues including a high beltline, a unique "glass-to-body mass" proportion, and a tasteful application of chrome. We wanted to communicate a strong sense of security. We wanted people to feel that they were getting into something substantial, secure and significant."

Chrysler Pacifica's "face" is protective and distinguished. The all-new grille, which is indicative of future Chrysler brand vehicles, bears a new rendition of Chrysler's prominent chrome winged badge and elegant seal. The bumper features chrome accents and an offset that hints at the strength underneath. A distinctive, tailored center peak line graces the hood. In addition to fog lamps, large, uniquely-shaped headlamps with projector low-beams and complex parabola high-beams promise to illuminate the road ahead.

Pacifica's solid, sleek shape continues in the side profile, which emphasizes 17-inch satin silver wheels that are flush with the body. The high beltline is accented by a black molding that begins at the base of the windshield and continues to the tail lamps, giving the Chrysler Pacifica a low, solid stance.

A crisp, distinctive character line begins at the front wheel opening and ramps slowly toward the rear to emphasize the high beltline, and lends to the vehicle's broad-shouldered appearance. Overall, the side view showcases a new proportion of glass-to-sheet metal which Chrysler designers view as the next trend in automotive design.

"With Pacifica, we revisited the proportions of glass to sheet metal," said Dehner. "We wanted the side profile to be two-thirds sheet metal and one-third glass. More sheet metal and less glass communicates an armored, protective quality to the consumer."

Chrysler Pacifica's rear view is distinctive with its integrated black spoiler, which extends the roofline and houses a center-mounted brake light. Similar to Pacifica's front view, a substantial bumper offset is enhanced by chrome accents integrated into the top corners, providing an elegant yet solid, tailored appearance.

Interior: First Class in First and Second Rows

"From the moment you open Chrysler Pacifica's doors, you will feel like you are sitting in something significant," said Designer Steve Sowinski. "The interior is clean, precise, and sculpted. It fulfills the promise of the exterior."

The first-class experience is established immediately upon opening Pacifica's doors and getting into the vehicle. While SUVs require occupants to step up into the vehicle and cars require a step-down effort, with Chrysler Pacifica it's a "step across" - just right.

The Chrysler Pacifica's driver-oriented instrument panel is enhanced with dynamic lines, accelerating curves and robust surfaces. The ignition switch is conveniently located on the instrument panel, which is designed with precise, flush-fitted surfaces and features satin silver accents, completing the vehicle's high-quality appearance.

A wood accent is used on the instrument panel and continues on the top of the doors into the second-row seating area. The shifter knob is leather-wrapped with a chrome accent. The shifter bezel is finished in the same silver accent as the door trim and instrument panel bezels.

The instrument cluster features an integrated navigation system directly in the driver's view. The technology is referred to as "thin film transfer display," which makes viewing the navigation information as easy as viewing the speedometer. Navigation controls are flush, easy to reach and conveniently located on the instrument panel to the right of the cluster.

Both first- and second-row seats are chair-height, giving occupants a strong sense of security and command-of-the-road while providing excellent ingress and egress. For versatility, second and third row seats conveniently fold flat. And for ultimate first-class travel, passengers seated in the second row will enjoy the comfort and convenience of heated captain's chairs.

Power controls are conveniently located on the door panel where the driver and passenger may adjust memory seats, lumbar support, thigh support, adjustable pedals or heated seats. In addition, Chrysler Pacifica features a continuous, full-length center console complete with dual cup holders, storage area and adjustable air outlets. A flip-down, roof-mounted DVD screen is available to rear seat occupants and a theater-style surround sound audio system comes complete with eight Infinity® speakers, bringing movies and music to life.

"Chrysler Pacifica is a unique combination of comfort, premium interior features and versatile space presented in a design statement that communicates passion for the brand and the entire company," said Sowinski. "When people get into Chrysler Pacifica, they will be sitting in the heart and soul of our next segment buster. We want them to feel the passion and spirit of those of us who brought it to life."

Information current as of February 17, 2003.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>