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New S Appearance Package Offers Sporty Look for 2018 Chrysler Pacifica

- 2018 Chrysler Pacifica now available with a customized, athletic look with the new S Appearance Package
- Available on 2018 Pacifica Touring Plus, Touring L, Touring L Plus and Limited models
- Dealers can order minivans with S Appearance package beginning this week and vehicles will be in showrooms later this fall
- Chrysler Pacifica is the most awarded minivan of 2016 and 2017

October 11, 2017, Auburn Hills, Mich. - The award-winning [Chrysler Pacifica](#) is now available with a new attitude, courtesy of the S Appearance Package. With the S Appearance Package, the 2018 Pacifica gets a sporty look featuring black accents inside and out. Already the most awarded minivan of both 2016 and 2017, the Chrysler Pacifica's available new look is designed to attract even more attention.

"The Chrysler Pacifica definitely stands out in the school drop-off line, and its class-leading style has won over many new customers," said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and Fiat, FCA – North America. "The Pacifica's S Appearance Package takes that style to the next level and offers our customers yet another unique personality that further differentiates Pacifica from the rest of the segment."

The Pacifica's S Appearance Package features Gloss Black accents throughout the exterior, including grille surrounds, eyebrow accents on headlamps, daylight opening molding and rear valance molding. Eighteen-inch wheels with a Black Noise finish are standard, while 20-inch Black Noise wheels are available. The Chrysler wing badges on the front and rear are Black Noise with a Gloss Black insert, while the "Pacifica" and "S" badges in the rear are also in Black Noise. A black roof rack is optional on the Touring Plus and standard on other trim levels equipped with the S Appearance Package.

Inside, the S Appearance Package includes black seats with Light Diesel Gray accents and the "S" logo; Light Diesel Gray stitching and Piano Black accents on the steering wheel; and Light Diesel Gray stitching and Anodized Ice Cave bezels on the instrument panel and door trim. All other interior elements are fully black, including the front overhead console, headliner, visors, second- and third-row cargo lighting bezel, A-pillar trim and center console.

The Chrysler Pacifica S Appearance Package is available for \$595 U.S. Manufacturer's Suggested Retail Price (MSRP) and can be added to any Touring Plus, Touring L, Touring L Plus or Limited models in any exterior paint color. The 20-inch Black Noise wheels can be added to any model equipped with the S Appearance Package for an additional \$995 MSRP. The S Appearance Package will be available to order this week and in dealer showrooms this fall.

The [Chrysler Pacifica](#) also receives additional updates for the [2018 model year](#), including standard SafetyTec across all gas and hybrid models, upgraded Uconnect 4 systems with Apple CarPlay and Android Auto and [available 4G LTE Wi-Fi](#) (late availability).

The 2018 Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. Re-engineered from the ground up on an all-new platform, the Pacifica delivers class-leading gasoline and hybrid powertrains to the minivan segment. With more than 100 available safety and security features, the Uconnect Theater rear seat entertainment system, and a full array of comfort and convenience technologies, the Chrysler Pacifica is a no-compromises minivan ideally suited for today's families and has earned its spot as the most awarded minivan of 2016 and 2017.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and a full battery-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler invented 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe in electric-only mode, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

The Chrysler 300 lineup delivers on the brand's promise of accessible luxury, with iconic and elegant design, world-class performance, efficiency and quality. Commemorating the legendary 1955 Chrysler C-300, the 2023 Chrysler 300C offers the very best of both luxury and performance, including advanced engineering, smart technology and exclusive styling inside and out.

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