

Contact:

## 2004 Chrysler Pacifica - Overview

### **WITH INNOVATIVE PACKAGING AND PROPORTIONS, ALL-NEW 2004 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.

With the introduction of Chrysler Pacifica, the company lays claim to an entirely new proposition in premium automotive transportation called sports tourer.

"There's simply 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 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 a long list of 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 and sunroof.

### **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 safety ratings vehicles can receive, Five Stars, for all frontal and side impact tests from the National Highway Traffic and Safety Administration (NHTSA).

For 2004, further building on Pacifica's safety image, Chrysler Pacifica features BeltAlert™, an enhanced seat belt reminder system. If Chrysler Pacifica is driven without the driver being properly belted, the system will periodically activate a chime and illuminate a light in the instrument cluster to remind the driver to buckle up. The driver should then instruct all occupants to buckle up.

In addition, the 2004 Pacifica is the first Chrysler Group vehicle to offer SecureShield™ laminated glass, a security feature, as an option in 2004.

"We want to further build on Chrysler Pacifica's image as the protector," said Mike Donoughe, Vice President, Family Vehicle Product Team, DaimlerChrysler Corporation. "BeltAlert complements Chrysler Pacifica's long list of safety features including three-row side curtain air bags, inflatable knee blocker air bag, and patented energy-absorbing steering column. And SecureShield laminated glass enhances security from intrusions and further reduces traffic and wind noise."

### **EXTERIOR DESIGN: HANDSOME PROTECTOR**

"Pacifica's exterior is solid, confident and handsome," said Joe Dehner, Director of Design. "We gave Chrysler Pacifica a solid appearance by using distinctive, protective design cues such as a high beltline, a unique glass-to-body proportion, and a tasteful application of chrome. We wanted people to feel that they were sitting in something substantial, secure and significant."

Chrysler Pacifica's "face" is protective yet distinguished. Its all-new grille, indicative of future Chrysler brand vehicles, bears a fresh 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 reflector low-beams and complex parabola high-beams promise to illuminate the road ahead.

Pacifica's solid, sleek shape continues in the side profile, emphasizing the 17-inch chrome wheels that are flush with the body. The high beltline is accented by a black molding with a chrome insert at the base of the windows. The roof is accented by an integrated series of black appliques that begin at the base of the windshield and continue to the base of the D-pillar, highlighting the Chrysler Pacifica's low, solid stance.

A crisp, distinctive character line begins at the front wheel opening and rises gently toward the rear to emphasize the high beltline, emphasizing 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 DESIGN: FIRST-CLASS IN FIRST AND SECOND ROWS**

"From the moment you open Chrysler Pacifica's doors and step into the vehicle, 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 "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 woodgrain accent is used on the instrument panel and continues on the upper door trim 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 available 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 a 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 enjoy the comfort and convenience of heated seats.

Power controls for adjustable pedals, memory controls, lumbar and thigh support are conveniently located on the driver's door panel. In addition, Chrysler Pacifica features a continuous, full-length center console complete with first- and second-row 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 Infinity® Intermezzo™ digital surround sound audio system comes with eight 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."

-###-

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