

## All-new 2008 Chrysler Town & Country Minivan Sets a New Standard for the Segment

August 31, 2007, Auburn Hills, Mich. - The all-new 2008 Chrysler Town & Country raises the bar with 35 new or improved features that make it the best vehicle to transport people and things.

"The all-new 2008 Chrysler Town & Country spices up the minivan recipe by offering an all-new contemporary appearance; three different models, three distinct seating and storage systems, unmatched entertainment systems, including Chrysler LLC's exclusive SIRIUS Backseat TV and the safety you expect and deserve," said George Murphy, Senior Vice President – Marketing. "Add in three powertrain options, clever interior features and industry-leading functionality, and you have a recipe that will be a favorite with any family."

The newest ingredient for functional family seating is the all-new Swivel 'n Go™ seating system. Swivel 'n Go offers second-row seats that swivel 180 degrees to face the third-row with a removable table that installs between the two rows, covered storage bins in the floor of the second-row, third-row uncovered storage and fold-in-the-floor third-row seating.

"Chrysler engineers turned the tables on traditional seat systems to come up with a technology that lets families have more choices of how to spend their time while traveling," said Larry Lyons, Vice President – Front-wheel-drive Product Team. "With Swivel 'n Go, second- and third-row passengers can face each other to have a conversation, play games or have a meal on the go."

The industry-exclusive Stow 'n Go® seating and storage system, the only minivan seat system to offer both second- and third-row seats that fold into the floor, is still part of the Town & Country recipe for success. For 2008, both seating systems offer a minivan-first one-touch power folding third-row seat.

### "WHAT'S NEW FOR 2008"

#### Exterior:

- All-new exterior design and sheet metal
- More contemporary styling highlights elegant exterior design with clean, tailored lines
- Wider, solid, stable stance on the road
- Wider DayLight Opening (DLO) increases head and shoulder room
- Better aerodynamics
- Distinctive "face of Chrysler" front end and grille that features the Chrysler winged badge
- Quad headlamps
- Chrome accents including the belt molding, mirror cap, light bar and door handles
- Unique Chrysler hood, front fascia, grille, rear fascia and tail lamps
- Three new colors: Clearwater Blue Pearl Coat, Deep Crimson Crystal Metallic and Light Sandstone Metallic

#### Interior:

- Swivel 'n Go seating system
- Three distinct seating and storage systems (Swivel 'n Go, Stow 'n Go and second-row bench seat with fold-in-the-floor third-row seat)
- Removable sliding front console, slides rearward 21 inches to second-row passengers
- Standard front console with removable, dishwasher-safe cup holders
- Dual glove boxes (largest in the segment)
- Thirteen cup and bottle holders, including new bottle holders molded into the passenger sliding doors
- Mesh storage pockets on second-row quad seats
- Improved overhead console with integrated storage compartments

- Umbrella holder
- Dual DVD entertainment system that can play different media at the same time
- MyGIG™ Multimedia Infotainment System with navigation
- MyGIG Entertainment System
- SIRIUS Backseat TV satellite streaming video featuring Disney Channel, Nickelodeon and Cartoon Network mobile programming
- Premium audio system with nine speakers and subwoofer
- 115-volt inverter
- One-touch power third-row folding seat (with four seating configurations)
- YES Essentials® stain resistant, odor resistant, anti-static seat fabric
- YES Essentials stain resistant, odor resistant, anti-static floor mats
- Second-row power windows
- Second- and third-row retractable sunshades
- First- and second-row heated seats (cloth or leather)
- Ambient, halo lighting
- Moveable, LED pinpoint lights
- Removable flashlight in rear cargo area
- Eight-way power passenger seat
- Power liftgate switch located in rear quarter trim
- B-pillar grab handles
- Unique Chrysler instrument panel

#### Powertrain/Chassis:

- 4.0-liter V-6 engine producing 240 hp and 253 lb.-ft. of torque
- Six-speed transaxle available with 3.8-liter and 4.0-liter V-6 engines
- Three powertrain combinations (3.3-liter FFV V-6 engine mated to a four-speed transaxle, 3.8-liter and 4.0-liter engines mated to a six-speed transaxle)
- Standard 16- inch wheels, optional 17-inch wheels
- Remote start
- Improved aerodynamics
- Improved ride and handling, reduced Noise, Vibration and Harshness (NVH)
- Two-inch longer wheelbase over previous model

#### Safety and Security:

- Standard all-row supplemental side curtain air bags with added rollover protection
- Standard Electronic Stability Program (ESP) with traction control and Brake Assist
- Rearview interior conversation mirror with sunglass holder
- ParkView™ Rear Back-up Camera
- High Intensity Discharge (HID) headlamps
- Three-point lap and shoulder belts for all seating positions with automatic locking retractors
- Four LATCH (Lower Anchors and Tethers for Children) positions
- Signal mirrors
- FOB key

#### **DESIGN**

The new Chrysler Town & Country exterior design starts with clean, tailored lines that create better aerodynamics and a solid stance on the road. With cues from the Chrysler 300, like a similar body-to-glass proportion, simple wheel flares, sleeker pillars, chrome accents and detailed ornamentation, the 2008 Chrysler Town and Country is at home at the country club or the hockey arena.

Unique exterior design cues include a distinctive front end with the “face of Chrysler” grille featuring the Chrysler winged badge, quad headlamps and clean, tailored lines. Chrome accents that include the belt molding, mirror cap, light bar and door handles make the 2008 Chrysler Town & Country a noticeable member of the Chrysler family.

A contemporary interior is created with a combination of satin finishes and Elm Burl or Medrona Burl wood and

leather interior trim. The unique Chrysler instrument panel includes an analog clock and is accented by tailored lines and rich trim.

The comforts of a well-appointed home are incorporated into the interior design of the vehicle to make time spent traveling time well-spent for families. Detail is driven into every facet of the Chrysler Town & Country, from the analog clock in the dash to the detail along the D-pillar.

## **ENGINEERING**

The 2008 Chrysler Town & Country offers three powertrains, including a new 4.0-liter V-6 engine mated to a minivan-first six-speed transaxle that produces 240 hp (180 kW) at 6000 rpm and 253 lb.-ft. (343 N•m) of torque at 4100 rpm. A 3.3-liter V-6 engine that can be fueled with E85 is mated to a four-speed transaxle that produces 175 hp (131 kW) at 5000 rpm and 205 lb.-ft. (278 N•m) of torque at 4000 rpm. A 3.8-liter V-6 engine mated to a six-speed transmission that produces 197 hp (148 kW) at 5000 rpm and 230 lb.-ft. (312 N•m) of torque at 4000 rpm rounds out the powertrain line up.

The six-speed transaxle's higher numerical first gear launches the new 2008 minivan more briskly than a four- or five-speed transaxle. It also provides smaller steps between ratios, which means the engine speed changes less with each shift and makes the shifts feel smoother and engages a more appropriate ratio for any driving situation.

"Chrysler is the first to offer a six-speed transaxle in a minivan," said Chris Alaniz, Chief Engineer – Minivan Team. "With a new 4.0-liter, V-6 aluminum engine and new six-speed transaxle, the 2008 Chrysler and Dodge minivans offer added performance and a smoother driving experience."

Aerodynamic improvements have reduced wind noise, while high-strength and hot-stamped steel and improved structural body stiffness have reduced Noise, Vibration and Harshness (NVH) on the new 2008 Chrysler Town & Country. Additional acoustic treatments also have improved interior quietness. The new twist-beam rear axle with coil springs and new front-wheel-drive suspension architecture provide improved stability and ride comfort, and prevent road noise and transmission harshness from entering the passenger compartment.

A family-friendly interior full of innovation complements the new powertrains. Chrysler engineers developed three distinct seating systems for the new 2008 Chrysler Town & Country minivan. The industry-exclusive Stow 'n Go seating and storage system, the new Swivel 'n Go seat system (both available with a minivan-first one-touch power folding third-row seat) and bench seating in both the second- and third-row.

Entertainment options are unmatched by competitors. With a minivan-first dual DVD system that can play different media at the same time, SIRIUS Backseat TV satellite streaming video, SIRIUS satellite radio, MyGIG™ Multimedia Infotainment System that includes real-time traffic and navigation, a USB port, a 20 gigabyte hard drive with six gigabytes of music storage that can store approximately 1,200 songs and a jukebox that offers a customizable play list and dual A/V jacks with an inverter and 115v power outlet in the second-row, there is something to keep everyone entertained while traveling.

An ambient halo light package, second-row power windows, second- and third-row sunshades, remote start, a removable, rechargeable flashlight in the rear cargo area and a new D-pillar-mounted power liftgate button are some of the family-friendly innovations found in the 2008 Chrysler Town & Country.

## **PRODUCT HIGHLIGHTS**

- The all-new Chrysler Town & Country again raises the bar for the minivan segment. No other minivan in the marketplace offers the combination of functionality, flexibility and clever features available on the 2008 Chrysler Town & Country family of minivans
- More than **35** new or improved features that continue the Chrysler's tradition of minivan innovation and leadership
  - With all-new exterior and interior designs, three different seating and storage options, new, more powerful drivetrain options and clever interior features, the 2008 Chrysler Town & Country has evolved to become a "family room on wheels" – a vehicle that offers the ultimate flexibility and utility for active lifestyles

- With the new Swivel 'n Go seating and storage system, Chrysler's minivans are the only minivans in the market to offer three distinct seating and storage systems
  - Swivel 'n Go seating system is a new, unique seating and storage system that offers the storage bins of the Stow 'n Go seating and storage system combined with second-row quad chairs that can rotate 180 degrees to face forward or rearward, along with a table that installs between the second- and third-row seats (and stows in the second-row storage bins when not in use). The flexibility of the seat system allows for a variety of configurations, including conversational seating without the table and just about any use with a table, from homework, to game playing, to meals on the go, to a home office on wheels
  - The Stow 'n Go seating and storage system is still an industry-exclusive available only on the Dodge Grand Caravan or Chrysler Town & Country. They remain the only minivans to offer fold-in-the-floor second-row seating without the need to remove the seats, and fold-in-the-floor third-row seats
  - A second-row bench seat with second-row storage bins and third-row fold-in-the floor seating also is available on the 2008 Chrysler Town & Country
- The 2008 Chrysler Town & Country is a "family room on wheels" because of its fun features, practical comforts and pleasant driving experience
  - Fun features like the Swivel 'n Go seating and storage system, a dual DVD system that can play different media at the same time, SIRIUS Backseat TV, MyGIG Infotainment System with available surround sound, LED pinpoint reading lamps, ambient halo lighting, a removable, sliding center console and removable flashlight in the tailgate give more options to families on the go
  - Practical comfort features like the Stow 'n Go seating and storage system, heated first- and second-row cloth or leather seats, remote start, second- and third-row sunshades, personalized navigation backgrounds, YES Essentials stain resistant, odor resistant, anti-static fabric, an umbrella holder next to the driver's seat, removable, dishwasher-safe cup holders, second-row power windows and third-row power folding seat provide the comforts of home while on the road
  - An available new six-speed transaxle and new 4.0-liter engine option offer an enlivened driving experience
- Safety continues to be paramount in the design of the Chrysler Town & Country minivan. All-row side supplemental curtain air bags and an Electronic Stability Program are among the standard safety features on the 2008 Chrysler minivans. With innovations like a patented, energy-absorbing steering column, driver and passenger knee blocker, integrated child safety seats, LATCH (Lower Anchor and Tethers for Children) a rearview interior conversation mirror, available ParkSense® Rear Park Assist System and ParkView Rear Back-up Camera, the 2008 Chrysler Town & Country ensures peace of mind when traveling

#### **MODEL LINEUP**

Chrysler Town & Country LX

Chrysler Town & Country Touring

Chrysler Town & Country Limited

#### **SAFETY AND SECURITY**

Please refer to the [safety glossary](#) for descriptions of the following available features:

- Standard Supplemental All-row Side Air Bag Integrated Curtains (SABIC)
- Electronic Stability Program with Traction Control and Brake Assist
- Anti-lock Brake System (ABS)
- Three-point Lap and Shoulder Belts for All Seating Positions with Automatic Locking Retractors
- Pretensioning and Load-limiting Retractors for Front Seat Driver and Passenger

- Advanced, Multistage Driver and Top-mounted Front Passenger Low-risk Deployment Air Bag
- Knee Blocker, Driver and Front Passenger
- Patented Energy-absorbing Steering Column
- Occupant Restraint Controller with Rollover Sensor (will Deploy SABIC in the Event of a Rollover)
- Enhanced Accident Response System (EARS)
- LATCH (Two in the Intermediate Row and Two in the Third-row Bench Seat)
- FOB Integrated Key
- Remote Start
- ParkSense Rear Park Assist System
- ParkView Rear Back-up Camera
- HomeLink® Universal Garage Door Opener
- Power Adjustable Pedals
- Remote Keyless Illuminated Entry with Sentry Key® Engine Immobilization Theft Deterrent System
- Power Sliding Passenger Doors
- Power Liftgate
- DoorAlert
- BeltAlert
- Brake/Park Interlock
- Power, Heated, Fold-away Mirrors
- Tire Pressure Monitoring System
- Signal Mirrors
- UConnect® Hands-free Communication System with Bluetooth® Compatibility

#### **COLOR AVAILABILITY**

- Inferno Red Crystal Pearlcoat
- Modern Blue Pearlcoat
- Bright Silver Metallic
- Brilliant Black Pearlcoat
- Stone White
- Deep Crimson Crystal (New)
- Light Sandstone Metallic (New)
- Clearwater Blue (New)

#### **MANUFACTURING INFORMATION**

- 2008 model year production start: July 2007 (Windsor), September 2007 (St. Louis South)
- Production Location: Windsor Assembly Plant, Windsor, Ontario, Canada and St. Louis South Assembly Plant, Fenton, Mo.
- 4.0-liter SOHC V-6 engine: Trenton Engine Plant, Trenton, Mich.
- 3.8-liter V-6 Engine: Trenton Engine Plant, Trenton, Mich.
- 3.3-liter V-6 Engine: Trenton Engine Plant, Trenton, Mich.
- Four-speed automatic transmission: Kokomo Transmission Plant, Kokomo, Ind.
- Six-speed automatic transmission: Kokomo Transmission Plant, Kokomo, Ind.

#### **MARKET POSITION**

The minivan segment is a substantial part of the new-vehicle market that is expected to stay steady or slightly increase in the foreseeable future. Averaging 1.1 million minivans sold since 1993, roughly one of every 15 vehicles sold in the United States today is a minivan.

As the originator of the luxury minivan, Chrysler has offered families a minivan with upscale and luxury amenities for 18 years. The 2008 Chrysler Town & Country offers contemporary, tailored styling, abundant standard safety features, unmatched innovation, flexibility and purposeful technology in an elegant package that doesn't sacrifice value or performance.

"The 2008 Chrysler Town & Country minivan lets customers share the good life with family and friends," said David

Rooney, Director – Chrysler Brand. “Luxury amenities, elegant style and unmatched flexibility make this minivan the best choice for customers who don’t want to compromise style or their active lifestyle.”

## **DEMOGRAPHICS**

Primary target:

- Target: Married couple
- Age: 35 – 45 years old
- Median Annual Household Income: \$80,000
- Education: College graduates (65%)
- Household: Married with 2 or more children older than six years of age living at home

Secondary target:

- Target: “Empty Nesters”
- Age: 55 – 65 years old
- Median Annual Household Income: \$60,000
- Education: College graduates (40%)
- Household: Married, no children at home

## **MARKET ADVANTAGES**

### **Unmatched Interior Flexibility**

- Only minivan to offer three distinct seating and storage systems including the industry exclusive Stow ‘n Go Seating and Storage System and the all-new Swivel ‘n Go seat system
- Only minivan to offer YES Essentials stain resistant, odor resistant, anti-static seat fabric and floormats

### **Unexpected Entertainment and Convenience**

- SIRIUS Backseat TV - Satellite Streaming Video
- Dual DVD entertainment system that can play different media at the same time, a minivan first
- MyGIG Multimedia Infotainment System with 20 GB hard drive
- Premium center console with multiple storage options and slides rearward up to 21 inches

### **Luxurious Ambiance**

- Premium amenities, well-appointed interior, personalized space for all passengers
- Ambient halo lighting with pinpoint LED reading lamps, heated cloth or leather first- and second-row seats, power second-row windows and one-touch power-folding third-row seat

### **Powertrain & Driving Dynamics**

- Three powertrain options including a new 4.0-liter V-6 engine mated to a minivan-first six-speed transaxle
- Noise, Vibration and Harshness has been reduced
- Improved Aerodynamics, ride and handling
- New suspension architecture

## **PRODUCT CHRONOLOGY**

### **2007 Model Year**

Three new exterior color offerings: Cognac Crystal Clear Coat, Marine Blue Pearl Coat and Modern Blue Pearl Coat

### **2006 Model Year**

CD/DVD changer modified to play any CD or DVD, including MP3, DVD audio, DVD-R and DVD-W, and includes “auto start” capability for DVD audio and “easy start” feature for DVD video

BeltAlert, enhanced seat belt reminder system for driver

Telltale message in instrument cluster for unattached/loose fuel cap

### **2005 Model Year**

Simplified model availability:

- SWB (short-wheelbase): Town & Country
- LWB (long-wheelbase): LX, Touring and Limited

Stow 'n Go™ seating and storage system on LWB models

Overhead Rail System with three moveable/removeable storage bins, rear HVAC controls available on LWB models (standard on Limited)

Front advanced multi-stage air bags with passenger-side Occupant Classification System (OCS)

Driver-side inflatable knee blocker (inflates in conjunction with air bag deployment)

Three-row side-curtain air bags available (standard on Limited); not available with sun roof or Entertainment Group #1

DoorAlert sliding door open/light flash feature activates exterior hazard lamps when sliding doors are opened

New exterior colors: Magnesium Pearl Coat, Linen Gold Metallic

New interior color: Dark Khaki/Light Graystone

Exterior freshening, including new headlamps on LWB models

Buffed stainless steel roof rack replaces painted body color roof rack on Limited

New instrument cluster graphics; message center moved from instrument panel brow to cluster

New interior trim finishes: Sycamore Woodgrain, LX; Satin Silver on Touring; Sycamore Woodgrain with Satin Silver on Limited; bright badging on steering wheels

BeltAlert, enhanced seat belt reminder system

Available UConnect® Hands-free Communication System with Bluetooth® wireless technology

Factory-installed SIRIUS Satellite Radio available (a)

Removable center console offered on SWB models

Entertainment Group #1 with rear video offered on SWB models

### **2004 Model Year**

eL discontinued

Short-wheelbase model added

LXi/LXi AWD discontinued

Touring model added

All-wheel-drive Touring model added

New Town & Country Platinum Edition

New AM/FM radio with CD player standard sound system

New AM/FM radio with integrated six-disc CD changer

Rear entertainment system now includes six-disc in-dash CD/DVD changer

### **2003 Model Year**

LX AWD model discontinued

eL adds 3.8-liter V-6 engine — optional

eX adds driver-side power sliding door, steering wheel audio controls, security alarm and leather-wrapped steering wheel — standard

LXi adds power liftgate, Electronic Vehicle Information Center (EVIC), auto-dimming mirrors, AM/FM radio with cassette and CD, third-row lamps and grab handles and roof rack — standard

Limited adds heated front seats, AM/FM radio with cassette and six-disc CD changer and Quad-Command® seats with 50/50 rear bench

Power adjustable pedals — optional on all models (late availability)

Power sun roof — optional on LXi and Limited

Rear Seat DVD Entertainment System — optional on eX, LX, LXi and Limited

Six-disc CD changer replaces four-disc CD changer — optional on LXi and standard on Limited

### **2002 Model Year**

eL model introduced

Available Electronics Convenience Group — optional on LXi, standard on Limited

Tire pressure monitor included with EVIC — standard on Limited and optional on LXi

Rear-seat audio AM/FM/cassette/CD with remote control and dual wireless headphones — all models except base LX and eX

Available steering wheel radio controls added to the power accessory delay feature

### **2001 Model Year**

eX model introduced (mid-year introduction)

Refined 3.3-liter and 3.8-liter V-6 engines

Four-wheel Anti-lock Brake System (ABS) on front-wheel-drive models

Available industry-first power liftgate

Power sliding doors with industry-first opening-direction obstacle detection and in-door motors

All-new body structure

All-new interior including seats, trim panels, instrument panel and instrument cluster

Available industry-first removable center console with power outlet

Available industry-first infrared sensing, three-zone automatic temperature control air conditioning

Available industry-first three-zone temperature control air conditioning

Driver and passenger air bags(b) with multi-stage inflators

Available supplemental side-impact air bags for front outboard occupants

Available security alarm system with Sentry Key® engine immobilizer



### **2000 Model Year**

Additional distinctions between LX and LXi appearance

Additional distinctions between LX and LXi equipment

3.8-liter engine with all-wheel drive meets Low Emission Vehicle (LEV) standards in Northeast Trading Region states

### **1999 Model Year**

Limited model introduced

Steering wheel radio controls available

Next-generation driver side air bag (b)

Child seat available with Quad-Command seating

### **1998 Model Year**

High Output 3.8-liter V-6 engine available in all

50 states (180 horsepower, 240 lb.-ft. of torque)

Low Emission Vehicle (LEV) 3.3-liter V-6 engine available in states adopting California emission regulations

Flexible Fuel Vehicle (FFV) 3.3-liter V-6 engine available in states that do not adopt California emission regulations

Next-generation passenger air bag (b)

Third-generation integrated child seats

New front-end appearance — grille with winged badge, redesigned fascia and quad headlamps

### **1997 Model Year**

Low-speed traction control available

Four-wheel Anti-lock Brake System (ABS) with all-wheel drive

Enhanced Accident Response System (EARS)

### **1996 Model Year**

Completely redesigned body, chassis and interior

Increased torque—3.3-liter, OHV, SMPI V-6 engine (203 lb.-ft.)

Increased torque—3.8-liter, OHV, SMPI V-6 engine (225 lb.-ft.)

Load-leveling suspension option

Second sliding door available

Personalized remote keyless entry

Easy-Out® roller seats

HVAC system with dual-zone temperature control

### **1995 Model Year**

Electronically controlled four-speed automatic overdrive transaxle refined

### **1994 Model Year**

3.8-liter, OHV, 12-valve SMPI V-6 engine

Passenger air bag

**1993 Model Year**

Quad-Command seating with tilt feature

**1992 Model Year**

All-wheel-drive option

Dual child seats

**1991 Model Year**

All-new exterior body panels, instrument panel and interior trim

**1990 Model Year**

3.3-liter, OHV, 12-valve MPI V-6 engine

Initial introduction spring 1989 as a 1990 model

(a) "SIRIUS" is a registered trademark of SIRIUS Satellite Radio Inc.

(b) Certified to federal regulations that allow less forceful air bags. Always use seat belts. Remember, a back seat is the safest place for children.

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