

Chrysler LLC Minivan Facts & Figures

September 24, 2008, Auburn Hills, Mich. -

- Chrysler invented the minivan and manufactured the first minivan on November 2, 1983
- In the first 25 years, Chrysler and Dodge have sold more than 12 million minivans—more than any other manufacturer in the world
- For the first half of 2008, the Chrysler Grand Voyager was the top-selling vehicle for the Company in markets outside North America
- Dodge Grand Caravan is the world's best-selling minivan and has been for the past 25 years
- Chrysler Town & Country and Dodge Grand Caravan still command more than 40 percent of the U.S. minivan market
- Dodge Grand Caravan is the best-selling minivan in Canada
- Since building the first minivan on November 2, 1983, Chrysler has received more than 260 industry awards from around the globe
- Chrysler sells minivans in more than 80 countries
- Chrysler began initial development work on the minivan in 1977
- The original Dodge Caravan and Plymouth Voyager "magic wagon" program received funding from the 1980 federal Chrysler Loan Guarantee Board and used \$660 million of the \$1.5 billion (U.S.) loan
- Advertising in the U.S. for the first minivan touted the vehicle as the "magic wagon"
- Chrysler expanded the minivan segment in 1987 with the introduction of long-wheelbase minivans: Dodge Grand Caravan and Plymouth Grand Voyager
- The original 1984 model-year minivans featured a 2.2-liter four-cylinder engine producing 96 horsepower with an available three-speed automatic transaxle. The new fifth-generation Chrysler and Dodge minivans offer in North America a 4.0-liter six-cylinder that produces 251 horsepower with a standard six-speed automatic
- The Company's first-generation minivans were 175.9 inches (446.8 centimeters) long, compared to today's fifth-generation Chrysler and Dodge minivans at 202.5 inches (514.3 centimeters) long
- The Company's first-generation minivans featured only two cup holders. Today's fifth-generation Chrysler and Dodge minivans offer up to 14 cup holders
- The original first-generation minivan offered a standard three-passenger bench seat. Today's fifth generation of Chrysler and Dodge minivans offer three unique seating systems including dual integrated child seats (1992), Stow 'n Go® (2005) and Swivel 'n Go™ (2008)
- Chrysler and Dodge minivans feature industry-first Stow 'n Go seating and storage. No other minivan offers in-floor folding second- and third-row seating
- Early minivan research revealed that people wanted to see the end of the hood while driving. After considerable debate, designers decided to place a stand-up Chrysler Pentastar hood ornament on the front of the vehicle in order to further emphasize where the hood ended. Later, minivan research revealed a drop in concern for this issue. Chrysler discontinued the hood ornament on its minivans in 1996
- Chrysler's Windsor Assembly Plant continues to produce Chrysler and Dodge minivans for worldwide distribution, just like it did more than two decades ago
- Chrysler manufactured the world's first electric-powered minivan in 1993. Between 1993 and 1995, 56 TEVans were built and sold exclusively for fleet use

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