

Chrysler LLC's Windsor Assembly Plant Celebrates 25th Anniversary of the Minivan

- Chrysler LLC's Windsor Assembly Plant is the "birthplace" of the minivan
- More than one-and-a-half million Chrysler and Dodge minivans sold in Canada, more than 12 million worldwide
- Chrysler LLC has been the minivan market leader in Canada for 25 years in a row

November 2, 2008, Windsor, Ontario - Chrysler LLC today celebrated the 25th anniversary of the world's first minivan at the assembly plant where it rolled off the line on Nov. 2, 1983. On that date, Chrysler invented a new segment and launched an icon so unique that it is recognizable around the world.

The event was attended by Frank Ewasyshyn, Executive Vice President - Manufacturing, Chrysler LLC; Reid Bigland, President and CEO – Chrysler Canada; Marcel Breault, Windsor Assembly Plant Manager; Canadian Auto Workers (CAW) National President Ken Lewenza; the Honourable Sandra Pupatello, Minister of International Trade and Investment; Windsor Mayor Eddie Francis; Windsor plant employees; and other guests. In a pre-recorded message, former Chrysler Chairman Lee Iacocca spoke about his memories of the minivan launch.

"Twenty-five years ago, I had the honour of riding in the world's first minivan as it came off the line at Windsor Assembly," said Iacocca. "It didn't take long to figure out that our minivans were going to rewrite the rules in the automotive industry."

When the first minivan was launched, Pierre Trudeau was Prime Minister of Canada. Lech Walesa was the Nobel Peace Prize Laureate. The Internet was created, and the first mobile phones were introduced to the public. U.S. astronauts completed the first space shuttle spacewalk; Michael Jackson performed the "moonwalk." The Baltimore Orioles won the World Series ... and Chrysler hit a home run with the introduction of the first minivan.

The Chrysler minivan was a response to new customer needs identified in the marketplace. In the late 1970s, large numbers of "baby boomers" were starting families and were looking for an economical alternative to traditional automotive transportation. Chrysler designers and engineers identified a vehicle market based on a few simple premises: fuel-efficient, easy to step into, family friendly and smaller than a full-size van. The rest is history.

The Chrysler minivan is sold in more than 80 countries. Canadians have purchased more than one-and-a-half million Chrysler and Dodge minivans since 1983, and worldwide the company has sold more than 12 million. Chrysler minivans have received more awards than any other – over 260. The vehicle offers more than 65 minivan-first features, such as the innovative Stow 'n Go® and Swivel 'n Go™ seating and storage systems.

"Today marks the 25th anniversary of the minivan developed by Chrysler," said Frank Ewasyshyn, Executive Vice President of Manufacturing and a former maintenance foreman at the 80-year-old plant. "The vehicles here today, the Chrysler Town & Country and Dodge Grand Caravan, enjoy a rich heritage of innovation forged over the years by exceptional people. These vehicles represent the collective efforts of all of the men and women at Chrysler from the design and engineering groups, to the men and women in manufacturing who build the engines and transmissions, stamp the sheet metal and assemble the final products. Happy Anniversary, Minivan!"

"Canadians are value conscious consumers," said Reid Bigland, President and CEO of Chrysler Canada. "Even before fuel prices started skyrocketing, they recognized minivans as a great alternative to large SUVs, offering comparable levels of functionality and flexibility. Total Dodge Grand Caravan and Chrysler Town & Country sales are up an incredible 59 percent this year through October – proving that the segment is alive and well in Canada."

The Windsor Assembly Plant was originally built in 1928 and is the largest of Chrysler's assembly plants at 4.01 million square feet. In 2003, Windsor Assembly became one of the first Chrysler plants to implement the flexible manufacturing strategy. Windsor Assembly Plant has operated on three shifts for 15 years, and employs 4,800

people. Over the past 25 years, Chrysler has invested extensively in the plant, including a \$508 million investment to the manufacturing and paint operations in 2005. This investment provided improvements to accommodate the minivans' advanced production requirements and Smart Manufacturing Methods.

Ken Lewenza, National President - Canadian Auto Workers, commented on the contributions of the employees. "This is a proud day for the Chrysler CAW members at Windsor Assembly," he said. "Our commitment and efforts over the past quarter century have played an important role in the success of the Chrysler Town & Country and Dodge Grand Caravan."

The Honourable Sandra Pupatello, Minister of International Trade and Investment expressed the sentiments of many Canadians: "The Chrysler minivan is a Windsor icon whose name has been synonymous with the family milestone – 'We finally got a minivan!'"

Chrysler Canada also announced today the introduction of a special, limited-production 25th Anniversary 2009 Dodge Grand Caravan SE Stow 'n Go® – a value package specifically designed for Canadians. This vehicle offers popular features and exclusive appearance cues. This 25th Anniversary Dodge Grand Caravan SE Stow 'n Go package provides over \$1,400 of total value for \$700 and is available in the minivan's two most popular colours, Bright Silver and Inferno Red. The 25th Anniversary 2009 Dodge Grand Caravan SE Stow 'n Go is available for \$29,945 Canadian Manufacturer's Suggested Retail Price (MSRP), not including \$1,350 destination.

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