

Contact:

## **2004 Chrysler Pacifica - Market Position/Market Advantages**

May 31, 2004, Auburn Hills, MI -

### **MARKET POSITION**

Like the first minivan and PT Cruiser before, Chrysler Pacifica is positioned in the marketplace as a segment-buster called a premium sports tourer. Every year, approximately 2.7 million people move between sport-utility vehicles, minivans and sedans. With innovative packaging, proportions and performance, Chrysler Pacifica offers a fresh alternative for those in search of something entirely new.

### **MARKET ADVANTAGES**

Offered in both front and all-wheel-drive, Chrysler Pacifica offers packaging and proportions unlike anything else in the 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 sunroof and liftgate.

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