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2009 Chrysler Town & Country Awarded *Detroit News* Readers' Choice "Family Hauler"

Chrysler Town & Country wins fourth time in annual award's fourth year

- Detroit News reader-judges, award reflects consumer sentiment at the 2009 North American International Auto Show
- Four consecutive Readers' Choice awards reinforce Chrysler's leadership in minivan functionality, versatility and design
- Chrysler invented the minivan more than 25 years ago and leads the segment with more than 65 minivan-first features
- In minivan's first 25 years, Chrysler has sold more than 12 million minivans—more than any other manufacturer in the world

January 14, 2009, Auburn Hills, Mich. -

The 2009 Chrysler Town & Country was awarded the *Detroit News* Readers' Choice "Family Hauler." A panel of 100 consumer-minded *Detroit News* reader-judges—rather than industry professionals—selected the 2009 Chrysler Town & Country as the best family vehicle at the 2009 North American International Auto Show.

"With more than 25 years as the leader in the minivan segment, we are honored to once again receive the *Detroit News* Readers' Choice Award for Best Family Hauler," said Mike Accavitti, Director—Chrysler, Jeep and Dodge Brand Marketing, Chrysler LLC. "The 2009 Chrysler Town & Country continues to be the best vehicle to transport people and things, perfecting its award-winning formula with the addition of 40 new or improved features over the previous generation."

Chrysler engineers have spent more than 25 years perfecting its award-winning minivan formula and have created more than 65 minivan-first features including a powerful 4.0-liter V-6 engine with six-speed automatic transmission—capable of delivering an EPA fuel efficiency in the city of 17 mpg and 25 mpg on the highway, a label unbeaten among minivans.

A family-friendly interior full of innovation complements fuel-efficient powertrains. Chrysler engineers developed two distinct seating systems: Chrysler's exclusive Stow 'n Go® seating and storage system and the Swivel 'n Go™ seating systems, both with in-floor storage and an available one-touch power folding third-row seat.

Entertainment options are unmatched by competitors. With music, audio, movie and personalized picture display capability, uconnect tunes anchors the 2009 Chrysler Town & Country's multimedia, together with a 30-gigabyte hard drive for 6,700 songs, USB port, uconnect studios SIRIUS satellite radio, front-row movie playback (in Park as permitted by state regulations) and an audio jack for any MP3 player audio input playback. The uconnect gps adds even more capability to the uconnect tunes system with navigation and real-time traffic monitoring.

For the rear passengers, a minivan-first dual DVD system can play different media at the same time. With uconnect studios SIRIUS Backseat TV satellite streaming video and SIRIUS Satellite Radio, DVD player and dual A/V jacks with a 115-volt power inverter in the second row, there is something to keep everyone in the 2009 Chrysler Town & Country entertained.

The 2009 Chrysler Town & Country is also first in the minivan segment to feature the new Blind Spot Monitoring and Rear Cross Path advanced safety systems. The all-new Blind Spot Monitoring System (BSM) detects a possible unseen vehicle when changing lanes. The Rear Cross Path System (RCP) aids the driver any time the vehicle is in

reverse and warns if any traffic is moving toward the vehicle. Both systems utilize dual ultra-wideband radar sensors that notify the driver via an audible chime and a visible icon on outside mirrors.

About the 2009 Chrysler Town & Country

The 2009 Chrysler Town & Country offers a contemporary appearance, an EPA fuel efficiency of 25 mpg— a label unbeaten among minivans, three different models, two distinct seating and storage systems, unmatched entertainment systems and more than 40 available safety features. The 2009 Chrysler Town & Country received the U.S. Government's Five Star crash test rating in both front and side impact tests. The U.S. Manufacturer's Suggested Retail Price (MSRP) of the 2009 Chrysler Town & Country LX is \$27,250, which includes \$820 destination.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology—all at an extraordinary value—since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of a Sebring Convertible, or the “family room on wheels” functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go seating and storage system on the Chrysler Town & Country, the fuel-saving Multi-Displacement System (MDS) in the Chrysler 300 and uconnect phone utilizing Bluetooth technology on the Chrysler Sebring and Chrysler Sebring Convertible. Both Sebring models also achieve 28 highway mpg fuel economy.

Chrysler celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler LLC has solidified its leadership in the segment. The 2009 Chrysler Town & Country continues to set the mark in minivan value with more than 40 new or improved features from the previous generation, including unsurpassed 17 city / 25 highway mpg fuel economy. The 2009 Chrysler Town & Country is also the first minivan in the segment to feature the all-new Blind Spot Monitoring and Rear Cross Path advance safety systems.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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