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## **FCA Canada: 2017 Chrysler Pacifica Named 'Best New Large Utility Vehicle' by Automobile Journalists Association of Canada**

- Award comes via voting and real-world testing by more than 60 expert, national automotive critics
- 'Best New Large Utility Vehicle' recognition adds to a list of accolades that have made 2017 Chrysler Pacifica the most awarded minivan of the year
- All-new 2017 Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling
- 2017 Chrysler Pacifica is built in Canada at the award-winning Windsor Assembly Plant
- Pacifica is now a finalist for Canadian Utility Vehicle of the Year

December 6, 2016, Windsor, Ontario - The all-new, Canadian-made [2017 Chrysler Pacifica](#) has been named the 'Best New Large Utility Vehicle' by the Automobile Journalists Association of Canada (AJAC).

The coveted award comes from the voting results of "Test Fest," a multi-day event that is part of the AJAC Canadian Car of the Year (CCOTY) program, attended by more than 60 expert automobile journalists from across the country.

Held in late October at Ontario's Canadian Tire Motorsports Park, the 29th annual event saw journalists drive and vote on 34 new or significantly changed vehicles back-to-back on the same day, under the same conditions, on closed and public roads to decide on the best-of-the-best in eight categories.

"To have our Canadian-made 2017 Chrysler Pacifica recognized as 'Best New Large Utility Vehicle' by the expert members of AJAC is a top-level endorsement," said Reid Bigland, President and CEO, FCA Canada. "Already this year's most awarded minivan, this is yet another feather in Pacifica's cap and further proof that it is unsurpassed in meeting Canadian family's needs for a vehicle that delivers the best in utility, features, technology, style and safety."

This year's eight "Best New" AJAC Canadian Car of the Year category winners were decided via more than 1,384 test drives and 10,000 points of subjective data from Canada's auto critics entered on secret ballots, plus copious objective data, ranging from safety features to cargo capacity. The results were tabulated by accounting firm KPMG.

Made exclusively at the award-winning [Windsor Assembly Plant](#) (WAP), the 2017 Chrysler Pacifica bested two other segment rivals to take the title of 'Best New Large Utility Vehicle.' Other recent awards for Pacifica include a *The Car Guide/ Le Guide de L'Auto* [Best Buy](#), a 2017 AutoTRADER.ca [Top Pick](#), a *Consumers Digest* "[Best Buy](#)" and a [five-star overall safety rating](#) from the U.S. National Highway Traffic Safety Administration (NHTSA), the highest possible safety rating given by NHTSA.

The 2017 Chrysler Pacifica now competes for the overall title of 2017 Canadian Utility Vehicle of the Year, to be announced Feb. 16, 2017, during the Canadian International Autoshow in Toronto.

### **About Chrysler Pacifica**

The 2017 Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. Re-engineered from the ground up on an all-new platform, the Pacifica delivers class-leading gasoline and hybrid powertrains to the minivan segment. With more than 100 available safety and security features, the all-new Uconnect Theatre rear seat entertainment system, and a full array of comfort and convenience technologies, the Chrysler Pacifica is a no-compromises minivan ideally suited for today's families and has earned its

spot as the most awarded minivan of the year.

#### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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