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2012 Chrysler Town & Country: America's Best Selling Minivan Gets Even More Family-friendly

- Updates for 2012 model year adds even more refinement to Town & Country
- Leather seats and rear-seat DVD now standard on all Town & Country models
- 3.6-liter Pentastar V-6 engine provides best-in-class horsepower with excellent fuel economy
- More than 40 available safety and technology features, such as SafetyTec™, which provides industry-leading features including ParkView® rear backup camera, Blind-spot Monitoring and Rear Cross Path detection

August 31, 2011, Auburn Hills, Mich. - The 2012 Chrysler Town & Country minivan builds upon the dramatic, and well received, changes made the previous model year. Already imbued with innovative technology, unparalleled functionality, classic design, and a long list of standard convenience and safety features, enhancements in refinement make the 2012 Town & Country a true stand-out in the minivan segment.

"The 2012 Chrysler Town & Country is the ultimate realization of the American Dream," said Saad Chehab, Head, Chrysler Brand – Chrysler Group LLC. "For those who've worked hard to provide the best for their families, and who understand that settling down has nothing to do with settling for a minivan. By combining a world-class interior, best-in-class horsepower, spirited driving dynamics and class-exclusive one-touch Stow 'n Go® seating, Town & Country embodies the Imported from Detroit ethos - offering style, comfort, and performance - for up to seven passengers."

Improvements for 2012 include standard leather seating and rear-seat DVD for all models, new Sapphire Blue interior lighting scheme and a combination leather and wood steering wheel for Limited models. There are also three new exterior colors for 2012: True Blue, Cashmere Pearl, and Crystal Blue.

Chrysler Group invented the modern minivan in 1983 with the Dodge Caravan and Plymouth Voyager. The first luxury minivan, the Chrysler Town & Country, debuted in 1989. Seventy-five minivan-first innovations and 13 million minivan sales later, the company still leads the way with the best, most innovative vehicle to move people and things.

The latest round of minivan firsts include a heated steering wheel, Stow 'n Place™ roof rack system that allows roof bows to be stored in the rails when not in use, an integrated super center console for first- and second-row passengers, and a fuel economizer mode that helps the driver maximize fuel efficiency.

Thanks in part to continuous refinement and innovation, the Chrysler Town & Country was ranked highest in minivan segment by J.D. Power and Associates in their 2011 U.S. Initial Quality Study (IQS).

Chrysler Town & Country is available in the United States in three different models: the Chrysler Town & Country Touring, Town & Country Touring L and Town & Country Limited. These models provide customers exquisite innovation, abundant standard safety features and the versatility they need, all at a surprising value.

NO COMPROMISE ON SAFETY

The 2012 Chrysler Town & Country offers over 40 available safety, security and technology features, providing customers the safety they expect to ensure peace of mind when traveling. Standard safety features include ParkView® rear backup camera, front seat-mounted air bags, a driver-side inflatable knee blocker, advanced multistage driver and front passenger air bags, side-curtain air bags for all three rows and electronic stability control, including Brake Assist and all-speed traction control. Optional on Touring and standard on Touring-L and Limited

models is the SafetyTec Group consisting of rain-sensitive windshield wipers, Smartbeam headlamps, ParkSense® rear park assist system, , Blind-spot Monitoring and Rear Cross Path detection.

BENCHMARK INTERIOR

The world-class interior of the 2012 Chrysler Town & Country minivan is beautifully crafted with high-quality materials that are soft to the touch, and offers tech-savvy entertainment features and smart storage and seating options, including Stow 'n Go® seating with one-touch fold-down function. The Uconnect® suite of technologies standard on all Town & Country Models offers touchscreen and voice command for convenient control of multiple media sources and outputs, and handsfree phone. Available Uconnect Web transforms the Town & Country into a "hot spot" to deliver the internet directly to the minivan for instant access to web sites, email and more. Dual DVD entertainment system, navigation, SIRIUS satellite radio and SIRIUS Travel Link make the Chrysler Town & Country the ultimate family vehicle.

A luxurious second-row captain's seating is available on Touring L and Limited models. A sleek, one-piece instrument panel is crafted with premium materials and is intuitive for the customer. The center stack console has been designed with the customer in mind, offering superior ergonomics with premium materials and a pleasing appearance. An available super center console provides clever functionality and storage for CDs, DVDs, notepad and wallet and integrated power outlets, as well as easy driver/passenger access with a pass-through storage space for larger items, like a purse. Trim rings in the console glow an ambient blue-green color, which allows passengers to find the items they are looking for at night. The steering wheel has integrated controls for audio, navigation and speed control and, a minivan-first, a heated steering wheel option.

REFINEMENT FOR THE DRIVER

The 2012 Chrysler Town & Country delivers an agile, confident driving experience. Engineers placed emphasis on the driver's experience during routine handling and emergency maneuvers, making the ride comfortable and creating a quieter cabin in the process. The 2012 Chrysler Town & Country delivers families a fun driving experience, no matter if the drive is the neighborhood carpool, a family vacation or an exhilarating adventure on twisty roads.

Town & Country's award-winning powertrain delivers best-in-class horsepower without sacrificing fuel efficiency. The 3.6-liter Pentastar V-6 engine is a "Ward's 10 Best Engine" and produces 283 horsepower and 260 lb.-ft. of torque. The V-6 is mated to the 62TE six-speed automatic transmission. A fuel economizer mode helps the driver maximize fuel efficiency and new premium, lower-rolling resistance tires and reductions in brake caliper and rear bearing drag make great fuel economy possible. Town & Country achieves 17 miles per gallon in the city, 25 on the highway.

With exquisite styling, a beautifully crafted interior, more than 40 available safety and technology features, smart, cutting-edge entertainment features and clever seating and storage options, the Chrysler Town & Country delivers on the Chrysler promise to provide every owner a vehicle that satisfies their dreams.

The Chrysler Town & Country appeals to both generation X professionals with two or more children in their household and baby boomers who have no children in the household. Safety and value are two of the primary reasons for purchase, though this customer also needs the functionality and space to ease the challenges of family life.

The 2012 Chrysler Town & Country is available in eight exterior colors: Bright Silver Metallic Clear Coat, Brilliant Black Crystal Blue, Deep Cherry Red Crystal Pearl Coat, Stone White Clear Coat, True Blue, Cashmere Pearl, and Dark Charcoal.

The 2012 Chrysler Town & Country minivan is built at Chrysler Group LLC's Windsor Assembly Plant in Windsor, Ontario, Canada.

ABOUT CHRYSLER GROUP LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge,

Ram, Mopar, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler, Dodge Challenger and Ram 1500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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