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FCA Canada: Windsor Assembly Plant Launches Production of Industry's First-ever Hybrid Minivan

- All-new 2017 Chrysler Pacifica Hybrid, industry's first electrified minivan, rolled off the line on Dec. 1, 2016
- Windsor plant brings 33 years of minivan production expertise to this class-exclusive vehicle
- Pacifica Hybrid launch expands minivan segment leadership for FCA Canada
- Vehicle earned Energuide Canada rating of 2.6 Le/100km (109 MPGe Imperial) city, 53 kilometres of all-electric range and 911 kilometres of total range
- Company invested over \$1 billion CAD* to upgrade Windsor plant

December 2, 2016, Windsor, Ontario - The industry's first-ever electrified minivan, the [2017 Chrysler Pacifica Hybrid](#), rolled off the line at the [Windsor Assembly Plant](#) (WAP) on Dec. 1, further expanding the Company's leadership in the segment.

The launch of the Chrysler Pacifica Hybrid marks another milestone for the Windsor plant, as it is the first electric vehicle to be built on its assembly line.

"The nearly 5,900 employees at Windsor Assembly are bringing more than 33 years of minivan production knowledge and expertise to the launch of the Pacifica Hybrid," said [Brian Harlow](#), Head of Manufacturing, FCA – North America. "They understand, now more than ever, how critical it is for our manufacturing processes to be directly connected to our diverse and expanding customer base."

"Building the Dodge Grand Caravan, the Chrysler Pacifica with the traditional gas powertrain, and now the Chrysler Pacifica Hybrid on the same assembly line requires the expanded application of World Class Manufacturing methods and tools to assure we deliver world-class quality in every vehicle we make," said Harlow. "The Windsor team is proud to build the industry's first hybrid minivan and is confident that it will provide a positive and delightful experience to our future customers."

Since launching the first minivan in 1983, the Windsor plant has built 10 million of the more than 14.3 million vehicles that have been sold to date.

While the 2017 Chrysler Pacifica reinvented the minivan segment, the Pacifica Hybrid builds on its functionality, versatility, technology and bold styling with the addition of electrification technology, making it the most fuel-efficient minivan ever for hauling people and cargo.

The hybrid version of the sixth-generation family hauler will deliver an Energuide Canada-approved range of 53 kilometres solely on zero-emissions electric power from a 16-kWh lithium-ion (Li-ion) battery. The Pacifica Hybrid also earned a [fuel economy rating](#) of 2.6 Le/100km (109 MPGe Imperial) city from Energuide Canada.

"Minivan drivers travel an average of around 48 kilometres each day, meaning that most Pacifica Hybrid owners will be able to complete their daily activities solely on electric power," said [Tim Kuniskis](#), Head of Passenger Car Brands, Dodge, SRT, Chrysler and Fiat, FCA - North America. "For those longer weekend trips, the 53 kilometre all-electric range combined with a full tank of fuel will deliver an expected total range of 911 kilometres, alleviating the potential of any range anxiety."

The battery pack – neatly packaged under the second-row floor in a unique battery case to retain maximum interior volume for both passengers and cargo – may be fully recharged in as little as two hours using a 240-volt plug-in

system.

As the original creator of the minivan more than 33 years ago, FCA US has transformed the segment with firsts, notching 78 innovations through the first five minivan generations. With the introduction of the all-new Chrysler Pacifica and Pacifica Hybrid, FCA US adds 37 minivan firsts to its portfolio for an unprecedented total of 115 innovations in the segment, including the industry's first minivan available as a plug-in hybrid electric vehicle.

The Chrysler Pacifica Hybrid models feature a unique front grille pattern and wheel design, as well as distinctive badging and an exclusive Silver Teal paint, differentiating it from the rest of the Pacifica lineup.

FCA US invested \$2.6 billion USD to develop the Pacifica, including its hybrid counterpart, with over \$1 billion CAD* allocated to the Windsor Assembly Plant to add floor space, retool and upgrade equipment.

The Chrysler Pacifica Hybrid [pricing](#) starts at \$56,495 MSRP. With provincial credits, including the \$14,000 Ontario Electric Vehicle Incentive Program (EVIP), pricing starts as low as \$44,106. The Chrysler Pacifica Hybrid will begin arriving in dealerships over the next several months.

(* Based on currency exchange rate of 1.37% as of December 2015)

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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