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FCA Canada Proud to Support Toronto 2017 North American Indigenous Games

- The Toronto 2017 North American Indigenous Games (NAIG) are expected to be the largest sporting and cultural gathering of Indigenous Peoples in North America
- FCA Canada to provide 26 Canadian-made Chrysler Pacifica minivans as Official Vehicle of the Games
- Toronto 2017 NAIG marks the 9th edition of the NAIG, which provides Indigenous youth, aged 13-19, an opportunity to showcase their athletic abilities through 14 sports and celebrate their heritage through numerous cultural events
- All-new 2017 Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling

July 14, 2017, Windsor, Ontario - Chrysler Pacifica has been named the official vehicle of the upcoming Toronto 2017 North American Indigenous Games (Toronto 2017 NAIG), taking place July 16-23, 2017, across the Greater Toronto Area (GTA).

A total of 26 Canadian-made and specially decaled Chrysler Pacifica minivans will be used during the NAIG for a variety of shuttling and transportation duties. In addition to shuttle and display vehicles, FCA products will be featured in 30-second commercials at a number of the 16 venues, including at the two week-long cultural festival sites. Chrysler Pacifica logos and banners will be displayed throughout, plus more.

The Toronto 2017 NAIG are expected to be the largest sporting and cultural gathering of Indigenous Peoples in North America. The event will host more than 5,000 participants, 2,000 volunteers and thousands of spectators for 14 sport categories held in 16 world-class venues across the GTA, including the Region of Hamilton and Six Nations of the Grand River. Additionally, week-long cultural festivals, with daily programming from 11 a.m. to 10 p.m., will showcase Indigenous artists and performers from across North America.

All Toronto 2017 NAIG sport competitions and cultural festivals will be free of charge and open to the public.

“FCA Canada is honoured to have Pacifica as the official vehicle of the Toronto 2017 North American Indigenous Games,” said Erica Sartori, Senior Manager Brand Marketing, FCA Canada. “Supporting youth and connecting families through sport is a part of our brand DNA. We are proud of our long-running Dodge Caravan Kids hockey program and now this exciting, first-time partnership with the Toronto 2017 NAIG and its promotion of Indigenous sport and culture in Canada.”

Said Marcia Trudeau-Bomberry, CEO, Toronto 2017 North American Indigenous Games: “We are proud to partner with FCA Canada in an effort to deliver a best-in-class Games experience for the more than 5,000 participants from across Turtle Island, in what will be one of the largest Indigenous gatherings in North America. In this time of reconciliation and partnership, it is vital to build on existing relationships and develop new areas of collaboration and initiative. Focusing on long-term access and opportunity for Indigenous youth, is what the Toronto 2017 NAIG is all about, and FCA Canada’s support takes us one step closer.”

Further, Unifor, which represents the unionized employees at FCA Canada facilities, is also a presenting partner for these multi-sport Games. It will present the two, week-long cultural festivals on the campuses of McMaster University and York University, showcasing Indigenous culture and heritage, through music, cuisine, artists, entertainment and more. Displays featuring FCA minivans will be part of these festivals.

The 14 core sports of the Toronto 2017 NAIG include: 3-D Archery, Athletics, Badminton, Baseball, Basketball,

Canoe/Kayak, Golf, Lacrosse, Rifle Shooting, Soccer, Softball, Swimming, Wrestling and Volleyball.

The participating teams will come from all Canadian provinces and territories, as well as 13 teams from the United States. This is the first time in over 25 years the NAIG will be held in the eastern region of Canada.

All-new 2017 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.

The Pacifica Hybrid takes this revolutionary vehicle a step further with its innovative, advanced hybrid powertrain. It’s the first electrified vehicle in the minivan segment and achieves an estimated 2.6 Le/100km (109 MPGe) in city driving and 53 kilometres of all-electric range.

The Chrysler Pacifica and Pacifica Hybrid are built at Ontario’s award-winning Windsor Assembly Plant (WAP), alongside the Dodge Grand Caravan.

Since launching the first minivan to the world in 1983, WAP has built over 10 million of the more than 14.3 million minivans that have been sold to date.

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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