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FCA Canada: 2018 Chrysler Pacifica Hybrid Earns Today's Parent™ Approved Seal

- Today's Parent™ Approved is an editorial-driven, exhaustive product testing program by one of the country's longest running and most respected media outlets focused on Canadian families
- The Canadian-made Chrysler Pacifica Hybrid minivan had to succeed in lab and real-world parent testing, based on categories of quality, ease-of-use and value for money
- Chrysler Pacifica Hybrid is the industry's only plug-in hybrid electric minivan and features an advanced powertrain which delivers a seamless, efficient driving experience with an estimated electric range of up to 53 kilometres, up to 911 kilometres of total range and an estimated 2.6 Le/100km (109 MPGe) in city driving

June 5, 2018, Windsor, Ontario - The 2018 Chrysler Pacifica Hybrid minivan had been awarded the coveted Today's Parent™ Approved seal.

The recognition comes after both lab and real-world parent testing of the Ontario-made minivan by one of Canada's longest-running and most respected media outlets, focused on the needs of discerning Canadian families.

To earn the Today's Parent Approved rating, Chrysler Pacifica Hybrid passed "exhaustive product testing," and excelled in and beyond three core categories: quality, ease-of-use and value for money.

"Today's Parent Approved editors and parent testers were very impressed with the Chrysler Pacifica Hybrid. Our testing covered a wide range of features of this minivan, including the safety features, space for people and cargo, quality of finishes, the feel of the drive, the entertainment system and more," said Cara Smusiak, executive editor of Today's Parent Approved. "We also assessed how well this vehicle meets the day-to-day needs of families, whether they're installing car seats and lifting strollers in and out of the back, loading up hockey gear, or taking family road trips. And, of course, the remarkable fuel economy you get in a hybrid vehicle factored in significantly when it came to assessing the Pacifica Hybrid's overall value for money."

The 2018 Chrysler Pacifica Hybrid is proudly built at the Windsor Assembly Plant (WAP). It remains the industry's only plug-in hybrid electric minivan, featuring an advanced powertrain which delivers an estimated electric range of up to 53 kilometres, up to 911 kilometres of total range and an estimated 2.6 Le/100km (109 MPGe) in city driving

"Busy Canadian families continue to be the core demographic for our Windsor-made minivans," said Reid Bigland, President and CEO, FCA Canada. "This Today's Parent Approved seal confirms for them that Chrysler Pacifica Hybrid excels at offering the features, comfort, efficiency and high-technology they demand in their principal vehicle."

About Chrysler Pacifica

As the original creator of the minivan 35 years ago, FCA continues to transform the segment with firsts – notching 78 innovations through the first five minivan generations. With the introduction of the Chrysler Pacifica and Pacifica Hybrid, FCA 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 – the most awarded minivan of 2016 and 2017 – reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. The Pacifica Hybrid takes this revolutionary vehicle a step further with its class-exclusive, innovative plug-in hybrid powertrain. It's the first electrified vehicle in the minivan segment and achieves 2.6 litres equivalent per 100 kilometres (Le/100km) or 109 imperial miles per gallon equivalent (MPGe) in city driving, up to 53 kilometres of all-electric range and 911 kilometres of total driving range. With more than 100 available safety and security features, the Uconnect Theatre rear seat

entertainment system and a full array of comfort and convenience technologies, the Chrysler Pacifica and Pacifica Hybrid are no-compromise minivans ideally suited for today's families.

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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