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## **Chrysler Town & Country Wins a Record 12th Consecutive Polk Loyalty Award in Minivan Category**

- More Town & Country owners return to buying another Town & Country than any other minivan
- Town & Country offers class exclusive fold-flat Super Stow 'n Go seating, Blu-ray rear entertainment system and five-year Roadside Assistance
- Real Town & Country owners share their experiences of owning a Town & Country on [testofownership.com](http://testofownership.com)

January 15, 2013, Auburn Hills, Mich. - Chrysler brand announced today that the Chrysler Town & Country won the Polk Automotive Loyalty Award in the "Minivan" category for a record 12th consecutive time. The creators of the minivan, Chrysler has been receiving this award since 2002. For 2012, 31.2 percent of all returning Town & Country minivan owners bought another Town & Country, according to Polk analysis.

"No other model has had a run of success like the Town & Country," said Brad Smith, Director of Polk's Loyalty Management Practice. "With 12 consecutive years of best-in-class owner loyalty, Chrysler has had to adapt to evolving customer expectations and increased competition, yet through it all has continually developed a Town & Country that delights customers and drives high rates of repurchase loyalty."

The award recognizes manufacturers for superior owner loyalty performance, which is determined when a household that owns a new vehicle returns to market and purchases or leases another new vehicle of the same model or make. The 2012 awards are based on an analysis of more than 5.9 million new vehicle owners who bought new vehicles again during the 2012 model year.

"This award mirrors the true Town & Country owner experiences told by the owners themselves on [testofownership.com](http://testofownership.com)," said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. "The customers voted and this Polk Loyalty Award fuels us at the Chrysler brand to keep the pace and hold this badge of honor with great care and responsibility. It's a record milestone in Loyalty proving the great value Town & Country continues to deliver."

"The unmatched customer care of five-year Road Assistance, the exclusive versatility of its fold-flat Super Stow 'n Go rear seats, the added peace of mind safety systems such as blind spot monitoring, backup camera and Park Assist, plus the segment's only Blu-ray rear seat entertainment system, are just a few parts of what makes the new Town & Country the leader of the minivan pack for a record twelve years in a row."

### **2013 Chrysler Town & Country**

Chrysler Town & Country is the most-awarded minivan, with the highest owner loyalty in the segment and the most innovative seating and storage system with Standard Stow 'n Go Seats. 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 two-time "Ward's 10 Best Engine" winner 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 premium, lower-rolling-resistance tires, and low-drag brake calipers and rear bearings make great fuel economy possible. Town & Country achieves 17 miles-per-gallon (mpg) in the city, 25 on the highway.

The 2013 Chrysler Town & Country is an Insurance Institute for Highway Safety (IIHS) Top Safety Pick and 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 back up camera, front seat-mounted air bags, a driver-side inflatable knee blocker, advanced multi-stage 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.

Town & Country's latest minivan innovation is the new dual-screen Blu-ray DVD rear-seat entertainment system; a system that plays both Blu-ray and standard DVDs, and has High Definition Media Input (HDMI) connectivity and standard higher-resolution second-row and third-row screens.

#### **About Chrysler Brand**

The spirit of hard work. Earning your place without forgetting where you're from. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2012 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. Chrysler's 200 sedan inspired the brand's identity: "Imported from Detroit." The 2012 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible — with a power soft or hardtop — offers an open-air experience featuring elegant craftsmanship. The 2012 Chrysler Town & Country minivan is beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow 'n Go® seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country's innovative offerings.

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