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## **New S Appearance Package Offers Sporty Look for 2018 Chrysler Pacifica**

- 2018 Chrysler Pacifica now available with a customized, athletic look with the new S Appearance Package
- Available on 2018 Pacifica Touring Plus, Touring L, Touring L Plus and Limited models
- Dealers can order minivans with S Appearance package beginning this week and vehicles will be in showrooms later this fall
- Chrysler Pacifica is the most awarded minivan of 2016 and 2017

October 11, 2017, Auburn Hills, Mich. - The award-winning [Chrysler Pacifica](#) is now available with a new attitude, courtesy of the S Appearance Package. With the S Appearance Package, the 2018 Pacifica gets a sporty look featuring black accents inside and out. Already the most awarded minivan of both 2016 and 2017, the Chrysler Pacifica's available new look is designed to attract even more attention.

"The Chrysler Pacifica definitely stands out in the school drop-off line, and its class-leading style has won over many new customers," said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and Fiat, FCA – North America. "The Pacifica's S Appearance Package takes that style to the next level and offers our customers yet another unique personality that further differentiates Pacifica from the rest of the segment."

The Pacifica's S Appearance Package features Gloss Black accents throughout the exterior, including grille surrounds, eyebrow accents on headlamps, daylight opening molding and rear valance molding. Eighteen-inch wheels with a Black Noise finish are standard, while 20-inch Black Noise wheels are available. The Chrysler wing badges on the front and rear are Black Noise with a Gloss Black insert, while the "Pacifica" and "S" badges in the rear are also in Black Noise. A black roof rack is optional on the Touring Plus and standard on other trim levels equipped with the S Appearance Package.

Inside, the S Appearance Package includes black seats with Light Diesel Gray accents and the "S" logo; Light Diesel Gray stitching and Piano Black accents on the steering wheel; and Light Diesel Gray stitching and Anodized Ice Cave bezels on the instrument panel and door trim. All other interior elements are fully black, including the front overhead console, headliner, visors, second- and third-row cargo lighting bezel, A-pillar trim and center console.

The Chrysler Pacifica S Appearance Package is available for \$595 U.S. Manufacturer's Suggested Retail Price (MSRP) and can be added to any Touring Plus, Touring L, Touring L Plus or Limited models in any exterior paint color. The 20-inch Black Noise wheels can be added to any model equipped with the S Appearance Package for an additional \$995 MSRP. The S Appearance Package will be available to order this week and in dealer showrooms this fall.

The [Chrysler Pacifica](#) also receives additional updates for the [2018 model year](#), including standard SafetyTec across all gas and hybrid models, upgraded Uconnect 4 systems with Apple CarPlay and Android Auto and [available 4G LTE Wi-Fi](#) (late availability).

The 2018 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 Uconnect Theater 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 2016 and 2017.

## **About Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology since the company was founded in 1925.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler invented, 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 more than 80 MPGe in electric-only mode, has an all-electric range of more than 30 miles and a total range of more than 500 miles. The Chrysler 300 lineup delivers on the brand's promise of iconic and elegant design executed with world-class performance, efficiency and quality – all at an attainable value.

Beyond just exceptionally designed vehicles, the Chrysler brand continues to raise the bar by integrating class-leading, high-tech features into its products, including the Uconnect 4 system with Apple CarPlay, Android Auto Uconnect Theater with available streaming, the plug-in hybrid powertrain in the Pacifica Hybrid, the industry-exclusive Stow 'n Go seating and storage system on the Pacifica, and the segment's most advanced all-wheel-drive (AWD) system available on all Chrysler 300 V-6 models, as well as the most powerful V-8 in its class with the 300C's 5.7-liter HEMI® V-8 engine.

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