Contact: Cole Quinnell

Rear-Seat Entertainment

Description

Chrysler Group rear-seat entertainment systems are easy to use, providing customers with a variety of media choices. Chrysler Group was one of the first to offer rear-seat video, and take rates on some vehicles are nearing 40 percent.

A seven-inch liquid crystal display (LCD) color monitor screen mounted in the rear overhead console or six-inch center console supports both 3x4 and 16x9 video formats. Also included are a remote control and two wireless headsets.

Dodge Durango and Jeep® Grand Cherokee include multimode capability, providing rear-seat occupants access to all entertainment media in the vehicle, including AM/FM radio, SIRIUS Satellite Radio, CD, MP3 and more.

Chrysler Group vehicles are equipped with auxiliary jacks that allow video-game consoles to be plugged into the vehicle or screen and played by the rear-seat occupants. DVD capability in vehicles is growing in popularity and expanding into more vehicle segments: It is one of the fastest-growing segments in automotive electronics. Today's take rates on sport-utility vehicles and minivans range from 15 to 40 percent.

Availability

Starting with the launch of the 2003 Chrysler Town & Country and Dodge Caravan minivans, Chrysler Group now offers rear-seat video systems on:

- Chrysler 300, Pacifica and Town & Country minivan
- Dodge Charger, Caravan minivan, Durango, Magnum and Ram
- Jeep Commander and Grand Cherokee

Price

Rear-seat video systems range in cost from $990 (suggested retail price) on the Chrysler Pacifica to $1,200 (suggested retail price) on the Dodge Durango.

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