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2007 Chrysler Town & Country – The Original in Luxurious Family Transportation Continues to Get Better With Time

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Chrysler Town & Country minivan sales increased 25 percent in the United States in 2005. With the Stow 'n Go® seating and storage system, the industry's only fold into the floor second- and third-row seats, safety and security features such as a minivan-first inflatable knee blocker, available supplemental three-row side-curtain air bags, a five-star front- and side-impact rating from the National Highway Traffic Safety Administration (NHTSA), power adjustable pedals and Door Alert, the Chrysler Town & Country minivan offers classy styling with innovative features and flexibility without compromising safety or utility.

The Chrysler Town & Country minivan has evolved over the years to keep pace with the changing needs of minivan customers. By designing a vehicle with a refined, athletic style that offers features customers appreciate and purposeful innovations and technology, the 2007 Chrysler Town & Country appeals to customers with a broad variety of lifestyles and needs.

“WHAT’S NEW FOR 2007”

Exterior

- Three new exterior color offerings: Cognac Crystal Clear Coat; Marine Blue Pearl Coat; and Modern Blue Pearl Coat

DESIGN

“The 2007 Chrysler Town & Country minivan has an elegant, classic exterior appearance that is welcome at the country club or soccer field,” said Joe Dehner, Director – Exterior Design, Chrysler Group. “The tasteful exterior design is coupled with a classy interior that’s ingenious in its flexibility and utility.”

The 1989 introduction of a luxury minivan by the Chrysler Group changed the way people thought about a family transportation vehicle. Designed from the inside out with a formula that has proven to be successful over the years, the Chrysler Town & Country, the original luxury minivan, continues to embrace the original minivan formula with some modern enhancements.

Staying true to the original design formula of a garageable van with easy entry and exit; chair-height seating; a low, flat floor; and flexible seating options, the 2007 Chrysler Town & Country enhances the original formula with the Stow 'n Go seating and storage system, a plethora of safety and convenience features, and premium amenities that are at home on the soccer field or the country club. .

ENGINEERING

“Our industry-exclusive Stow 'n Go seating and storage system has helped differentiate the Chrysler Town & Country from the competition,” said Larry Lyons, Vice President – Front-wheel-drive Product Team. “Our engineers did a great job designing a system where both the second- and third-row seats easily fold into the floor without sacrificing style inside the minivan. Stow 'n Go gives Town & Country customers the ultimate in premium interior flexibility.”

MARKETING

"The Chrysler Town & Country minivan has evolved over the years to keep pace with the changing needs of minivan customers," said David Rooney, Director –Chrysler Marketing. "By designing a vehicle with a refined, athletic style that offers features that customers appreciate and purposeful innovations at an affordable price, the Chrysler Town & Country appeals to customers with a broad variety of lifestyles and needs."

PRODUCT HIGHLIGHTS

- Chrysler Group is the only manufacturer with fold-in-the-floor second- and third-row seats, the Stow 'n Go seating and storage system
- Stow 'n Go features second-row bucket seats that can be folded into the floor and a third-row, 60-40 split-bench seat that can fold into the floor, or fold rearward to face out the tailgate when the minivan is parked. When seats are in the upright position, 6 cubic feet of covered storage space is available in the second row, and 6 cubic feet of storage space available in the third row. Headrests do not need to be removed when seats are stowed, and seats can be stowed individually or together.
- Designed from the inside out with a total of four models to choose, Chrysler Town & Country offers minivan owners the best package of flexibility, utility, safety and value in the marketplace
- The Chrysler Town & Country was the second best-selling name plate (only to the Dodge Caravan) in 2005 with 180,759 minivans sold (an increase of 25 percent, compared with 2004 sales). The Chrysler Group sold 407,480 Chrysler Town & Country and Dodge Caravan/Grand Caravan minivans in the United States in 2005.

MODEL LINEUP

2007 Chrysler Town & Country (Standard Wheelbase)

Standard Features

- 3.3-liter V-6 engine with 170 horsepower and 200 lb.-ft. of torque
- Four-speed automatic transmission
- 15-inch Accent wheel covers
- Advanced multi-stage driver and front-passenger air bags with Occupant Classification System
- Air conditioning
- AM/FM stereo radio with CD player and four speakers
- BeltAlert
- Door Alert
- Driver's side inflatable knee bolster
- LATCH (Lower Anchors and Tethers for CHildren) child seat anchor system
- Manual driver seat lumbar adjustment
- Power door locks
- Power front and rear-quarter vent windows
- Power front disc and rear drum brakes
- Rear-window defroster
- Remote keyless illuminated entry with Sentry Key® Engine Immobilizer
- Second-row bucket and three-passenger rear 60/40 bench seat featuring Easy Out Roller Seats®
- Speed control
- Sunscreen glass
- Sycamore wood-grain instrument panel accents
- Tilt steering column

Optional Features

- AM/FM stereo with six-disc CD changer
- Dual-zone manual temperature control air conditioning
- Four-wheel, anti-lock brake system (ABS)
- HomeLink universal transceiver
- Integrated AM/FM radio/DVD/CD player, with second-row, overhead, 7-inch video screen; six speakers; and video remote control
- Power adjustable pedals
- Power eight-way driver seat

- Power heated foldaway mirrors
- Power passenger sliding door
- Removable center front-seat console
- SIRIUS Satellite Radio with first-year subscription provided by SIRIUS
- Supplemental three-row side curtain air bags
- UConnect® Hands-free Communication System with Bluetooth® technology

2007 Chrysler Town & Country LX (Long Wheelbase)

Standard Features

In addition to the standard features on the Chrysler Town & Country model, the Chrysler Town & Country LX adds:

- Stow 'n Go seating and storage system
- Four-wheel, anti-lock disc brakes
- Heated power exterior mirrors and illuminated vanity mirrors

Optional Features

In addition to the optional features available on the Chrysler Town & Country model, the Chrysler Town & Country LX adds:

- Overhead rail console with three moveable/removable storage bins
- Power sliding driver-side and passenger-side doors
- Rear DVD entertainment system
- Three-zone manual temperature control
- Trailer tow prep group with load leveling and height control

2007 Chrysler Town & Country Touring (Long Wheelbase)

Standard Features

In addition to the standard features on the Chrysler Town & Country LX model, the Chrysler Town & Country Touring adds:

- 3.8-liter V-6 engine with 200 horsepower and 235 lb.-ft. of torque
- 16-inch Consul aluminum wheels with all-season tires
- AM/FM stereo radio with cassette, CD player and six speakers
- Eight-way power driver seat
- Leather-wrapped steering wheel with remote audio controls
- Low-speed traction control
- Overhead console with HomeLink and trip computer
- Power liftgate
- Power sliding driver and passenger doors
- Roof rack
- Satin Silver interior accents
- Three-zone manual air conditioning

Optional Features

In addition to the standard features on the Chrysler Town & Country LX model, the Chrysler Town & Country Touring adds:

- Air conditioning with three-zone automatic temperature control, and rear air conditioning and heat ducts
- AM/FM stereo radio with navigation system
- Fog lamps
- ParkSense® Rear Back-up System
- Power six-way front-passenger seat
- Power sun roof
- Six-disc, in-dash CD/DVD changer that plays most types of CDs/DVDs, including DVD audio, DVD video,

2007 Chrysler Town & Country Limited (Long Wheelbase)

Standard Features

In addition to the standard features on the Chrysler Town & Country Touring, the Chrysler Town & Country Limited adds:

- 16-inch chrome-clad aluminum wheels
- AM/FM stereo radio with navigation system
- Door courtesy lamps
- Driver seat/mirror/pedals memory system
- Fog lamps
- Luxury carpeting
- Overhead console rail system with three moveable/removable storage bins
- ParkSense Rear Back-up System
- Power adjustable pedals
- Removable center front-seat console
- Satin Silver/wood-grain interior accents
- Six-disc in-dash CD/DVD changer that plays most types of CDs/DVDs, including DVD audio, DVD video, DVD-R and DVD-RW
- Supplemental three-row side-curtain air bags
- Three-zone automatic temperature control with particulate air/odor filtration
- Tire Pressure Monitoring system
- Trip computer and Electronic Vehicle Information Center

SAFETY AND SECURITY

Please refer to the [Safety Glossary](#) for descriptions of the following available features:

- Advanced multi-stage front air bags with Occupant Classification System (OCS)
- Anti-lock brake system (ABS)
- BeltAlert
- Constant Force Retractors
- Door Alert
- Enhanced Accident Response System
- Front crush sensors
- LATCH (Lower Anchors and Tethers for CHildren) child seat anchor system
- Low-speed traction control
- Minivan-first driver-side inflatable knee blocker
- ParkSense Rear Back-up System
- Patented energy-absorbing steering column
- Seat belt pretensioners
- Supplemental three-row side curtain air bags
- Tire Pressure Monitoring system

COLOR AVAILABILITY

- Cognac Crystal Pearl Coat (New)
- Marine Blue Pearl Coat (New)
- Modern Blue Pearl Coat (New)
- Bright Silver Metallic
- Brilliant Black Crystal Pearl Coat
- Inferno Red Pearl Coat
- Linen Gold Metallic
- Magnesium Pearl Coat
- Stone White

MANUFACTURING INFORMATION

- 2007 model year production start: July 2007
- Production locations: Windsor Assembly Plant in Windsor, Ontario, Canada; St. Louis South Assembly Plant in Fenton, Mo.; and Magna Steyr in Graz, Austria (Chrysler Voyager models)
- 3.3-liter V-6 engine: Trenton Engine Plant in Trenton, Mich.
- 3.8-liter V-6 engine: Trenton Engine Plant in Trenton, Mich.
- Four-speed automatic transmission: Kokomo Transmission Plant in Kokomo, Ind.

MARKET POSITION

The 2007 Chrysler Town & Country minivan, the first and best-selling luxury minivan, stays true to the original minivan formula by offering innovative features in an elegant package without sacrificing value. Providing a wide range of features and flexibility, powertrains, wheelbase choices and price ranges, the Chrysler Town & Country delivers customers to their destination in a classy, flexible, safe vehicle.

The minivan segment is a substantial part of the new-vehicle market that is expected to stay steady or slightly increase in the foreseeable future. Averaging 1.2 million minivans sold in each of the past 10 years, roughly one of every 15 vehicles sold in the United States today is a minivan.

Demographics

Primary target:

- Gender: Female
- Age: 35-50
- Median Annual Household Income: \$85,000
- Education: college graduates (80 percent)
- Household: married, children 10+ years old

Secondary target:

- Gender: male (60 percent) married
- Age: 55+
- Median Annual Household Income: \$60,000
- Education: college graduates (45%)
- Household: Married, empty nesters

MARKET ADVANTAGES

- The only luxury minivan with Stow 'n Go seating and storage system, allowing second- and third-row seats to fold into the floor. Customers can go from seven seats to two in fewer than 30 seconds.
- Five-star front- and side-impact crash test ratings (with available supplemental three-row side-curtain air bags) by NHTSA
- In-the-floor storage bins offer an available 12 cu. ft. of storage space – 6 cu. ft. of it is covered storage space
- Chrysler Town & Country, the original premium minivan, is the leader in developing and introducing segment-leading, industry-first innovative technologies, including the front-passenger air bag, integrated child safety seat, driver's side passenger door (fourth door), power sliding doors with the motor in the door, power liftgate, three-zone temperature-control air conditioning, driver's side inflatable knee blocker and Stow 'n Go seating and storage system
- Approximately 60 percent of Chrysler Town & Country owners do not have children at home. The versatility of the Chrysler Town & Country minivan appeals to a broad variety of lifestyles and needs.
- Chrysler Town & Country minivan sales increased 25 percent in 2005, making it the second best-selling nameplate in the United States in the minivan segment

PRODUCT CHRONOLOGY

2006 Model Year

- CD/DVD changer modified to play any CD or DVD — including MP3, DVD audio, DVD-R and DVD-W —

and includes “auto start” capability for DVD audio and “easy start” feature for DVD video

- BeltAlert, enhanced seat belt reminder system for driver
- Telltale message in instrument cluster for unattached/loose fuel cap

2005 Model Year

- Simplified model availability:
 - SWB (short-wheelbase): Town & Country
 - LWB (long-wheelbase): LX, Touring and Limited
- Stow 'n Go™ seating and storage system on LWB models
- Overhead Rail System with three moveable/removeable storage bins, rear HVAC controls available on LWB models (standard on Limited)
- Front advanced multi-stage air bags with passenger-side Occupant Classification System (OCS)
- Driver-side inflatable knee blocker (inflates in conjunction with air bag deployment)
- Three-row side-curtain air bags available (standard on Limited); not available with sun roof or Entertainment Group #1
- DoorAlert sliding door open/light flash feature activates exterior hazard lamps when sliding doors are opened
- New exterior colors: Magnesium Pearl Coat, Linen Gold Metallic
- New interior color: Dark Khaki/Light Graystone
- Exterior freshening, including new headlamps on LWB models
- Buffed stainless steel roof rack replaces painted body color roof rack on Limited
- New instrument cluster graphics; message center moved from instrument panel brow to cluster
- New interior trim finishes: Sycamore Woodgrain, LX; Satin Silver on Touring; Sycamore Woodgrain with Satin Silver on Limited; bright badging on steering wheels
- BeltAlert, enhanced seat belt reminder system
- Available UConnect® Hands-free Communication System with Bluetooth® wireless technology
- Factory-installed SIRIUS Satellite Radio available (a)
- Removable center console offered on SWB models
- Entertainment Group #1 with rear video offered on SWB models

2004 Model Year

- eL discontinued

Short-wheelbase model added

LXi/LXi AWD discontinued

Touring model added

All-wheel-drive Touring model added

New Town & Country Platinum Edition

New AM/FM radio with CD player standard sound system

New AM/FM radio with integrated six-disc CD changer

Rear entertainment system now includes six-disc in-dash CD/DVD changer

2003 MODEL YEAR

LX AWD model discontinued

eL adds 3.8-liter V-6 engine—optional

eX adds driver-side power sliding door, steering wheel audio controls, security alarm and leather-wrapped steering wheel—standard

LXi adds power liftgate, Electronic Vehicle Information Center (EVIC), auto-dimming mirrors, AM/FM radio with cassette and CD, third-row lamps and grab handles and roof rack—standard

Limited adds heated front seats, AM/FM radio with cassette and six-disc CD changer and Quad-Command® seats with 50/50 rear bench

Power adjustable pedals—optional on all models (late availability)

Power sun roof—Optional on LXi and Limited

Rear Seat DVD Entertainment System—Optional on eX, LX, LXi and Limited

Six-disc CD changer replaces four-disc CD changer—Optional on LXi and standard on Limited

2002 MODEL YEAR

eL model introduced

Available Electronics Convenience Group—Optional on LXi, standard on Limited

Tire pressure monitor included with EVIC—Standard on Limited and optional on LXi

Rear-seat audio AM/FM/cassette/CD with remote control and dual wireless headphones—All models except base LX and eX

Available steering wheel radio controls added to the power accessory delay feature

2001 MODEL YEAR

eX model introduced (mid-year introduction)

Refined 3.3-liter and 3.8-liter V-6 engines

Four-wheel disc anti-lock brakes on front-wheel-drive models

Available industry-first power liftgate

Power sliding doors with industry-first opening-direction obstacle detection and in-door motors

All-new body structure

All-new interior including seats, trim panels, instrument panel and instrument cluster

Available industry-first removable center console with power outlet

Available industry-first infrared sensing, three-zone automatic temperature control air conditioning

Available industry-first three-zone temperature control air conditioning

Driver and passenger air bags(b) with multi-stage inflators

Available supplemental side-impact air bags for front outboard occupants

Available security alarm system with Sentry Key® engine immobilizer

2000 MODEL YEAR

Additional distinctions between LX and LXi appearance

Additional distinctions between LX and LXi equipment

3.8-liter engine with all-wheel drive meets Low Emission Vehicle (LEV) standards in Northeast Trading Region states

1999 MODEL YEAR

Limited model introduced

Steering wheel radio controls available

Next-generation driver side air bag(b)

Child seat available with Quad-Command seating

1998 MODEL YEAR

High Output 3.8-liter V-6 engine available in all

50 states (180 horsepower, 240 lb.-ft. of torque)

Low Emission Vehicle (LEV) 3.3-liter V-6 engine available in states adopting California emission regulations

Flexible Fuel Vehicle (FFV) 3.3-liter V-6 engine available in states that do not adopt California emission regulations

Next-generation passenger air bag(b)

Third-generation integrated child seats

New front-end appearance—Grille with winged badge, redesigned fascia and quad headlamps

1997 MODEL YEAR

Low-speed traction control available

Four-wheel anti-lock disc brakes with all-wheel drive

Enhanced Accident Response System (EARS)

1996 MODEL YEAR

Completely redesigned body, chassis and interior

Increased torque—3.3-liter, OHV, SMPI V-6 engine (203 lb.-ft.)

Increased torque—3.8-liter, OHV, SMPI V-6 engine (225 lb.-ft.)

Load-leveling suspension option
Second sliding door available
Personalized remote keyless entry
Easy-Out® roller seats
HVAC system with dual-zone temperature control

1995 MODEL YEAR

Electronically controlled four-speed automatic overdrive transaxle refined

1994 MODEL YEAR

3.8-liter, OHV, 12-valve SMPI V-6 engine
Passenger air bag

1993 MODEL YEAR

Quad-Command seating with tilt feature

1992 MODEL YEAR

All-wheel-drive option
Dual child seats

1991 MODEL YEAR

All-new exterior body panels, instrument panel and interior trim

1990 MODEL YEAR

3.3-liter, OHV, 12-valve MPI V-6 engine
Initial introduction spring 1989 as a 1990 model

- (a) "SIRIUS" is a registered trademark of SIRIUS Satellite Radio Inc.
- (b) Certified to federal regulations that allow less forceful air bags. Always use seat belts.

Remember, a back seat is the safest place for children.

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