

## Chrysler Brand Launches “Mom’s Day Off” as Part of Town & Country’s 30th Anniversary Celebration

- Chrysler brand’s Town & Country celebrates 30 years, launches “Mom’s Day Off” to celebrate families
- Individuals can post using **#Chauffeur** and **#MomsDayOff** on Twitter, Instagram or Vine for the chance to give a family member the chance to win a surprise chauffeur for the day

May 14, 2014, Auburn Hills, Mich. - Do you ever feel like your family’s chauffeur? Do you feel you are missing out on the fun? Tell the Chrysler brand why you or someone you know deserves a break from driving and you could win a chauffeur for the day. For more than three decades, including 76 major firsts in the minivan category, the Chrysler Town & Country has been challenging and improving the way in which people view their minivan experiences. Now, the Chrysler brand is announcing another first by providing a chauffeur to a deserving family.

The Chrysler brand will surprise one deserving family member, whether a mom, dad, grandmother or uncle, with a day off by providing them with a Town & Country minivan and personal chauffeur for the day. Chrysler brand is encouraging family and friends to nominate anyone who helps get the family to daily events including sporting events, dance lessons, soccer practice or piano lessons, for the opportunity for a “day off.” Tell Chrysler brand on Twitter why you could use a chauffeur for the day using **#momsgdayoff** and **#chauffeur**. The winning person will be announced on June 9 (<http://momsgdayoff.prizelogic.com>).

“The Chrysler brand is committed to using its resources to provide safe and reliable transportation, and in honor of families everywhere with hectic schedules, we are offering a day off to the everyday superheroes that make miracles happen,” said Bruce Velisek, Head of Town & Country Marketing - Chrysler Group LLC. “As we mark the 30th anniversary of the minivan, the vehicle that makes the rigors of family life easier, Chrysler brand will give one hardworking and deserving person the day off with the luxury and comfort of a Town & Country and personal chauffeur to run errands, take the kids to soccer practice, or even get pampered for a day at the spa.”

Since 1983, more than 13 million customers around the world have entrusted Chrysler minivans with their families’ transportation. The “Mom’s Day Off” campaign gives a nod to this milestone anniversary and the minivan that is designed with innovation and focused on family.

### **About Chrysler Town & Country**

The 2014 Chrysler Town & Country, the most awarded minivan ever, is celebrating the 30th anniversary of the minivan as one of the leading innovators in the segment created back in late 1983. New for 2014 is the Chrysler Town & Country 30th Anniversary Edition, which features unique exterior and interior trim in addition to its already extensive list of standard equipment. The Town & Country S model continues on for 2014, bringing with it the modern design cues that tie in with Chrysler 200 S and 300 S models.

Chrysler Town & Country has the highest owner loyalty in the segment, according to R.L. Polk, and provides 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 three-time “Ward’s 10 Best Engine” winner and produces 283 horsepower and 260 lb.-ft. of torque. Chrysler Town & Country achieves an EPA estimated 17 miles per gallon (mpg) in the city, 25 on the highway.

### **About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, FIAT and Mopar vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Grand Cherokee, Dodge Dart, Ram 1500, Dodge Viper SRT and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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