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All-new 2017 Chrysler Pacifica Rooted in Customer-first Approach to Quality

- 2017 Chrysler Pacifica hits the ground running with customer-first quality initiatives
- FCA US minivans have received 120 accolades, 15 consecutive owner loyalty awards
- First group of customer-ready Pacifica minivans tested and audited by FCA US employees

June 14, 2016, Auburn Hills, Mich. - Since the first minivan rolled off the assembly line in 1983 at the Windsor Assembly Plant, FCA US LLC has been the leader in the minivan segment. The Company has sold more than 14 million minivans since then, with more than 6 million currently on the road today.

FCA US minivans have received 120 accolades, 15 consecutive owner loyalty awards and have been recognized as segment leaders in initial quality by third parties and publications worldwide.

After five generations of award-winning minivans, it was time to modernize the vehicle for today's world. The all-new 2017 Chrysler Pacifica revolutionizes, reinvigorates and redefines the minivan segment.

"For every vehicle, quality considerations are addressed from the earliest stages of design, including all customer expectations and functional requirements," said Scott Garberding, Head of Quality, FCA - Global. "As an all-new vehicle from the ground up, the Pacifica has gone through an unprecedented number of quality checks throughout its development process, all to ensure complete customer satisfaction as vehicles arrive in showrooms."

The first round is on us

As an industry, one of the most challenging aspects of building and launching an all-new vehicle is doing everything possible to ensure complete customer satisfaction. With a "customer-first" approach to quality in mind, the first build of customer-ready 2017 Chrysler Pacifica minivans rolling off the Windsor Assembly Plant line have gone straight into the hands of the men and women of FCA US.

FCA US employees from all functions – including engineering, safety, marketing, sales, human resources, business development and product development – have driven and thoroughly evaluated the first group of minivans, providing an additional opportunity for the team to identify and resolve any potential issues well before customers pick up their all-new, segment-leading minivans.

Voice of the customer

"Producing high-quality vehicles is essential to our goal of earning and maintaining the trust and loyalty of customers, " said Garberding. "At the earliest stages of vehicle creation, before designers' sketches have evolved into a clay model, research is conducted to collect, analyze and integrate the voice of the customer into a new vehicle concept."

"This approach to quality keeps our customers' needs at the forefront of decision-making and planning through all stages of vehicle development," said Garberding.
Customer feedback is always part of the vehicle development process but at FCA US, customers speak for themselves.

Since the Pacifica first came into development, FCA US has:

- Targeted nine cities in key markets across the U.S. to speak with current customers and competitors' customers
- Interviewed more than 3,000 drivers on a number of customer-focused topics
- Held more than 20 focus groups; several groups included participants' children

- Conducted extensive, in-home meetings with customers
- Surveyed more than 1,400 people on design, features and vehicle segment preferences

Again and again, customers told us they wanted a minivan with the highest level of utility combined with the utmost level of style, all in an effort to provide a safe, economical, comfortable ride that provides a link to today's connected world. This customer feedback directly influenced many of the 37 segment-first innovations found on the 2017 Chrysler Pacifica.

Quality inside and out

The Pacifica team conducted extensive research with current customers – and competitors' customers – to set the vehicle targets for performance, safety, fuel economy and quality.

The team worked with designers, engineers and suppliers to enhance the fit-and-finish, surface quality, material options and even the sound quality of moveable parts like doors and storage bins. Extensive efforts even went into the harmonization of interior lighting to create a comfortable environment for drivers and passengers alike.

"Customers make judgments on a vehicle's quality the first time they see and touch a car, whether it's at an auto show, dealership or neighbor's driveway," said Garberding. "Our team's focus was on making sure customers receive a strong first impression of Pacifica, from the first time they open the door and truly experience the all-new minivan."

Design, engineering and quality teams partnered to deliver segment-leading interiors with improved quality of materials throughout. Pacifica offers accented leather seats, a leather-wrapped instrument panel and door trim panels with wood-grain accents. The available leather-wrapped heated steering wheel provides the finishing touch for a luxurious, comfortable feel for drivers.

The 2017 Chrysler Pacifica interior is designed and engineered to set a new standard in customer satisfaction with a keen eye to industry-leading craftsmanship.

All of these enhancements are testament to the segment-leading level of quality in the all-new minivan and led *WardsAuto* to recently name the all-new 2017 Chrysler Pacifica to the Wards 10 Best Interiors List for 2016.

The 2017 Chrysler Pacifica is built at the Windsor Assembly Plant in Windsor, Ontario, Canada.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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