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FCA Canada Announces Sponsorship of 2017 Memorial Cup

May 8, 2017, Windsor, Ontario - Last week, FCA Canada announced the 2017 Chrysler Pacifica as the official vehicle of the 2017 Mastercard Memorial Cup, hosted in Windsor, Ont. The sponsorship will see FCA Canada deliver 30 Pacifica minivans, which will be used to shuttle Memorial Cup officials, players and teams to and from the WFCU Centre throughout the hockey tournament that runs May 18-28.

"It's a winning combination when you couple Canada's favourite minivan with Canada's favourite sport," said William Levasseur, Vice President of Sales & Marketing – FCA Canada. "It is no wonder the 2017 Chrysler Pacifica is the official vehicle of the 2017 Memorial Cup."

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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