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## **FCA Canada: Made-in-Canada 2017 Chrysler Pacifica Named Official Vehicle of Canada Day 2017**

- Award-winning minivan is Canadian-made in Windsor, Ontario
- Canada Day 2017 celebrations mark country's 150th birthday over three days
- 26 examples of Chrysler Pacifica in Velvet Red Pearl will be utilized as official Canada Day 2017 shuttles
- All-new 2017 Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling
- All-new Chrysler Pacifica Hybrid's advanced powertrain delivers a seamless, efficient driving experience with an estimated electric range of up to 53 kilometres, up to 911 kilometres of total range and an estimated 2.6 Le/100km (109 MPGe) in city driving

June 22, 2017, Windsor, Ontario - The all-new, made-in-Canada 2017 Chrysler Pacifica has been named the Official Vehicle of Canada Day 2017.

Chrysler Pacifica will be an integral part of Canada's three-day, 150th birthday bash taking place in Ottawa. From June 30 to July 2, 2017, Canada 150 will be celebrated with memorable activities, events and performances on three official sites: Parliament Hill, the Canadian Museum of History and Major's Hill Park.

"I can't think of a more fitting vehicle than the Windsor, Ontario-built Chrysler Pacifica as the official vehicle of Canada Day 2017," said Bill Levasseur, VP, Sales and Marketing, FCA Canada. "Our Chrysler and Dodge minivans have been an integral part of millions of Canadian families' lives over the years and we are honoured to have Chrysler Pacifica showcased in celebration of our nation's milestone 150th birthday."

FCA Canada is the exclusive OEM sponsor of Canada Day 2017. More than two dozen Velvet Red Pearl examples of the Ontario-made Chrysler Pacifica –emblazoned with the official Canada 150 logo – will be used for a variety of shuttling and transportation duties.

Also, as a part of the tie-in with Canada Day 150, FCA products will be featured in 30-second commercials at the Major's Hill Park event site, with Chrysler Pacifica logos on the large screens at Parliament Hill and around Ottawa, plus more.

### **All-new 2017 Chrysler Pacifica**

The 2017 Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. Re-engineered from the ground up on an all-new platform, the Pacifica delivers class-leading gasoline and hybrid powertrains to the minivan segment. With more than 100 available safety and security features, the all-new Uconnect Theatre rear seat entertainment system, and a full array of comfort and convenience technologies, the Chrysler Pacifica is a no-compromises minivan ideally suited for today's families and has earned its spot as the most awarded minivan of the year.

The Pacifica Hybrid takes this revolutionary vehicle a step further with its innovative, advanced hybrid powertrain. It's the first electrified vehicle in the minivan segment and achieves an estimated 2.6 Le/100km (109 MPGe) in city driving and 53 kilometres of all-electric range.

The Chrysler Pacifica and Pacifica Hybrid are built at Ontario's award-winning Windsor Assembly Plant (WAP), alongside the Dodge Grand Caravan.

Since launching the first minivan to the world in 1983, WAP has built over 10 million of the more than 14.3 million minivans that have been sold to date.

#### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 95th anniversary in 2020. 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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