



The Chrysler minivan has been in continuous production since the first model (shown) debuted in 1983. To mark the event, Dodge Grand Caravan and Chrysler Town & Country will feature special 30th anniversary editions.

## Chrysler Canada celebrates 30 years of minivan leadership

It's one thing to create an entirely new segment.

To be an innovation leader in that segment for 30 years running is quite another accomplishment.

Having sold more than 13 million minivans since first introducing the segment in 1983, and creating 78 minivan segment firsts, such as class-exclusive Stow 'n Go seating and a segment-first Blu-ray rear-seat entertainment system, the Dodge Grand Caravan and Chrysler Town & Country are celebrating their heritage with 30th Anniversary Editions available this fall.

The first Chrysler Group minivan rolled off the

Windsor Assembly line on November 2, 1983, sparking a new segment of people movers that rose in popularity very quickly, transporting millions of moms, dads and kids, and becoming part of their families.

Even after 30 years, the Chrysler Group continues to lead the segment, receiving the title of Most Awarded Minivan Ever. The Dodge Grand Caravan was the top selling minivan in the world last year and continues to be the best selling minivan in Canada for over 29 years.

The Dodge Grand Caravan and Chrysler Town &

Country are built at the Windsor Assembly Plant in Ontario.

The Dodge Grand Caravan is the number-one selling minivan in Canada and the 2014 Dodge Grand Caravan 30th Anniversary Edition will continue to set the mark in minivan value. Available on the SXT model, the Dodge Grand Caravan continues to be the best all-around vehicle for young families with more value added features.

—Metroland Media Group

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