

# WHEELS

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An advertising section of The Economist & Sun

Thursday, September 4, 2003

"The ultimate minivan"

[SEE BELOW]



(ABOVE) The Town and Country Limited AWD lets you ride in comfort with all the interior appointments of a luxury sedan, plus a rear seat entertainment system for the kids.

(LEFT) The extended-wheelbase Town and Country Limited AWD offers all the luxuries one would expect in a vehicle that Chrysler calls the 'ultimate minivan'.

## 2003 Town & Country still at the top of its class

By LORNE DRURY  
Special

When Chrysler introduced the minivan to North America two decades ago, few would have envisioned the impact they would have on our culture.

Where once it was the station wagon that dominated the suburban landscape, now it's the minivan.

And my, how they've changed over the years.

The original 1984 Plymouth Voyager was a fairly plain Jane people mover. However, it was ideal for the growing family for commutes to the cottage, and hockey and soccer practice and soon gained a foothold in the market.

Since then, Chrysler has sold more than 10 million units worldwide, and now

accounts for more than a third of all minivans sold in North America every year. In fact, the Chrysler Group outsells each of its nearest rivals General Motors and Ford by nearly a two-to-one margin and Honda by three-to-one.

For the 2001 calendar year, the entire North American minivan market segment reached 1.4 million sales, slightly lower than the all-time sales record of 1.6 million units in calendar year 2000.

At the outset, Chrysler had the minivan market all to itself. Today, it's one of the most competitive segments on the automotive playing field, but DaimlerChrysler has continued to be the leader by continually adding features that the consumer both needs and wants.

Nowhere is this more apparent than in the Canadian-built Chrysler Town and

Country—the vehicle that Chrysler refers to as the 'ultimate minivan'.

After spending a week with a 2003 Town and Country on our annual summer camping excursion, it's difficult to argue with Chrysler's description.

Making its debut in 1990 as the first luxury minivan, the Town and Country continues at the top of the class with even more luxury amenities for 2003.

New features this year are a power sunroof, factory-installed DVD entertainment system and power adjustable pedals.

While it still fills the basic function as a people mover, the Town and Country certainly does it in style.

For 2003, Chrysler offers three versions of this seven-passenger, extended-wheelbase model: the LXi, Limited and Limited AWD.


My tester was a top-of-the-line Town and Country Limited AWD. With a trailer towing package, it came with a price tag of \$51,180.

Luxury really is the name of the game with the Town and Country Limited. In addition to the new features for 2003 that are mentioned above, it has a power up and down tailgate, removable, powered center console, power dual sliding doors (powered by inside-the-door motors) with manual override and an obstacle detection system, three-zone automatic temperature control system and radio frequency controlled wireless headphones.

The Town and Country offers only one engine choice, a 3.8-litre OHV V6 with 215 hp and 245 lb-ft. of torque at 4,000 rpm. It

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### HURRY! THE GREAT CANADIAN DRIVEWAY EVENT IS ON NOW!

<p><b>BRAND NEW</b> 2003 ESCAPE XLT 4X4</p>  <p>3.0L V6 engine, ABS, fog lamps, step bars, cargo cover, power 6-way driver's seat, speed control &amp; more. Stk. #3630269</p> <p><b>CASH PRICE \$27,988*</b> <b>OR LEASE FOR \$325**</b> 48 mos.</p>	<p><b>BRAND NEW</b> 2003 E-350 SUPER DUTY CARGO VAN</p>  <p>7.3 Turbo Diesel, auto. trans., 3.55 lt. slip axle, fixed glass rear cargo door, trailer tow pkg, cloth bucket seats &amp; more. Stock #3E02539</p> <p><b>CASH DEAL \$34,988*</b> <b>OR LEASE FOR \$599**</b> 36 mos.</p>	<p><b>BRAND NEW</b> 2003 WINDSTARS</p>  <p><b>WINDSTAR LX UTILITY</b> CASH PRICE \$22,188* <b>OR LEASE FOR \$265**</b></p> <p><b>WINDSTAR SPORT</b> CASH PRICE \$25,988* <b>OR LEASE FOR \$295**</b></p> <p><b>WINDSTAR SEL</b> CASH PRICE \$30,455* <b>OR LEASE FOR \$340**</b></p>	<p><b>BRAND NEW</b> 2003 EXPLORER XLT 4X4</p>  <p>4.0L SOHC V6 engine, 3rd row seat pkg., cross bars roof rails, aux. climate control, adj. pedals, trailer tow pkg., XLT sport grp., p. moonroof, leather seating &amp; more. Stk. #3ER0118</p> <p><b>CASH PRICE \$38,988*</b> <b>OR LEASE FOR \$452**</b> 36 mos.</p>	<p><b>BRAND NEW</b> 2003 F-250 4x4 CREW CAB</p>  <p>5.4L V8, XLT sport pkg., roof clearance lights, 6-way p. driver's seat, telescoping power mirrors, auto. trans. &amp; more. Stk. #3F3040</p> <p><b>CASH PRICE \$38,988*</b> <b>OR LEASE FOR \$590**</b> 36 mos.</p>
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Markville Ford Lincoln SVT

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\*All cash and lease payments are plus freight, applicable taxes, licence and fees O.A.C. \*\*Rebates applied to cash prices and are not combinable on lease payments. \*\*\*All applicable rebates applied to lease prices. \*\*Lease payments are based on \$2995 down, 20,000 km/yr. with 8¢/km over, O.A.C. See our sales professionals for details. Vehicles not exactly as illustrated.



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