



1 9 9 7 C H R Y S L E R T O W N & C O U N T R Y

RICHARD A. COLLINS IS A FORMER CORPORATE MANAGER WHO THIS YEAR BEGAN  
BUILDING A NEW HOME IN SUBURBAN ATLANTA, LAUNCHED A NEW ENTREPRENEURIAL CAREER ...

AND EXCHANGED HIS BMW 735i FOR A NEW TOWN & COUNTRY LXI:

*"We had in mind getting a minivan (but) we were spoiled by all of the luxury equipment on our BMW ... the leather seats, the very good climate control system, the trip odometer — all of those kinds of things. Frankly, I didn't want to give those up. (Other minivans) I looked at didn't have those additional nice features that I've always appreciated in the European cars. So when I first saw the (Town & Country) brochure I said, 'Gee, this is right in line with what I have in mind.'"*

A faded, high-angle photograph of the front of a Town & Country minivan, showing the grille, headlights, and bumper. The image is light and serves as a background for the text.

**TOWN & COUNTRY AWARDS**

*STRATEGIC VISION 1996 Vehicle Experience Study™*

*1996 Total Quality Award™ for "Best Ownership Experience" in minivans.\**

*Town & Country voted first place in*

*CAR and DRIVER'S 1996 Road Test Annual minivan comparo.*

\*Strategic Vision's 1996 Vehicle Experience Study™ surveyed 35,652 Oct.–Nov. new vehicle buyers of 200+ models after the first 90 days of ownership.









## DESIGN LEADERSHIP

Chrysler's cab-forward concept was widely praised even before it took physical shape in the first Concorde. Further praise came for each successive cab-forward shape: Chrysler LHS, Cirrus, Sebring Convertible and, ultimately ... Town & Country. But the highest praise comes from the severest of all critics, the car-buying public, owners who have driven Chrysler brand sales up more than 130 percent from 1992 through 1995 — a trend projected to continue through 1996. Acclaimed as it has been, cab-forward design, and the engineering that made it possible, is not a pinnacle, but a platform upon which to build.

**THE NEWEST GENERATION OF THE MINIVAN.** With this 1997 Town & Country, automotive luxury is redrawn to a modernist definition. While Town & Country provides almost limitless versatility, it is nonetheless imbued with all the comfort and convenience of a luxury sedan. It is a convincing and contemporary alternative to a luxury passenger car.



**ITS CLEAN, OPEN, UNCLUTTERED INTERIOR** — much like a contemporary luxury home in a sense — propels automotive design into another dimension. This sleek, efficient shape offers uncommon volume and function — so that space, light, quiet, useful built-ins and extraordinary electronics move you effortlessly to ... location, location, location. Its foundation is solidly based on the experience that only

*Town & Country LXi*



*Town & Country SX*



*Town & Country LX*



Chrysler could have gained — from more than a decade of unquestioned international leadership in minivan engineering, culminating in these three models:

- The ultimate Town & Country is the LXi, a smooth-riding, long wheelbase with sumptuous standard features.
- The Town & Country SX provides nimbleness in a slightly shorter package.
- With Town & Country LX, you select the balance of luxury and value to suit your needs.

## TOWN & COUNTRY LXi

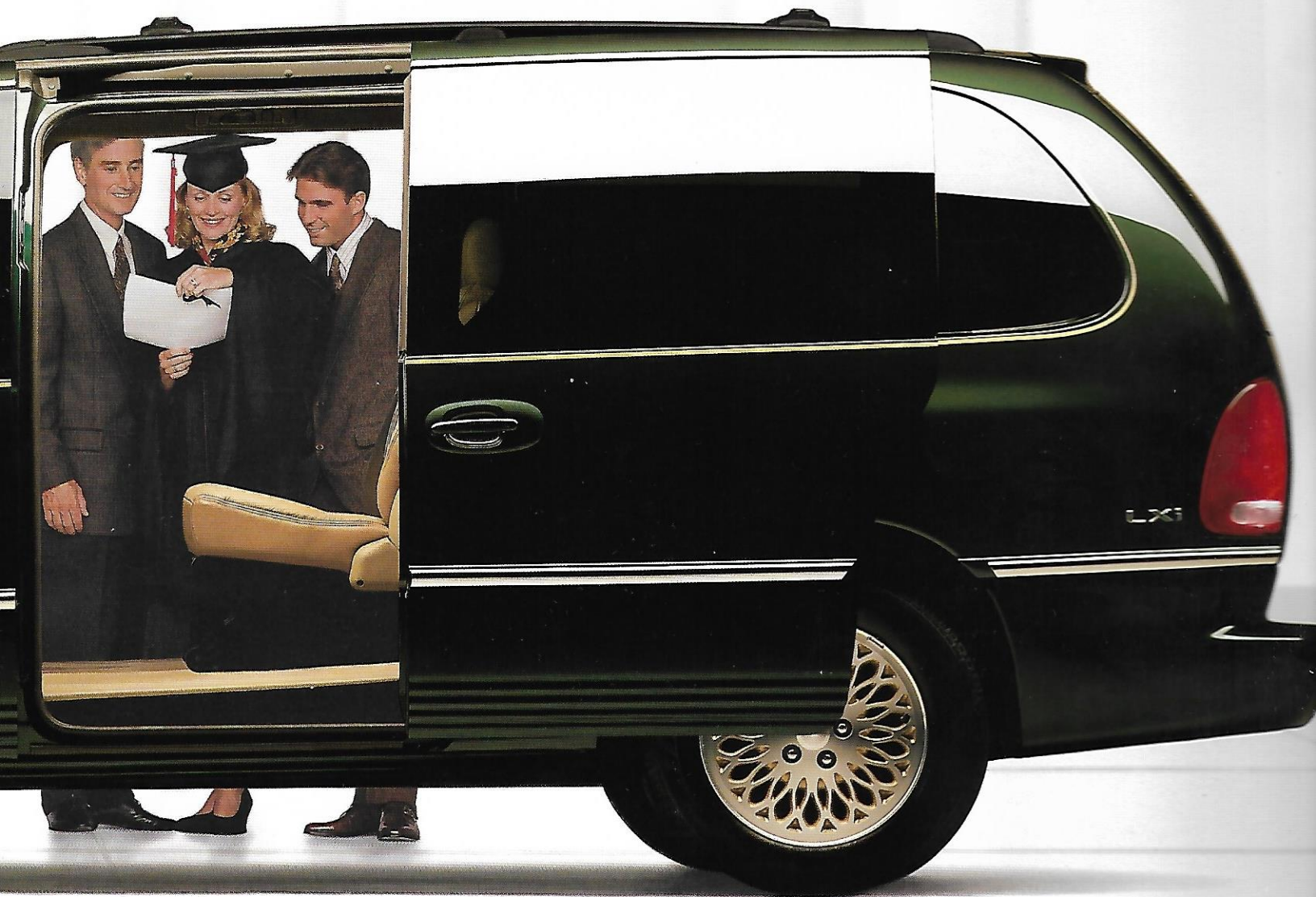
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THE CHRYSLER HERITAGE IS BURNISHED BY DESIGN LEADERSHIP THAT PRODUCES INDUSTRY FIRSTS. OBVIOUS ADVANTAGES ESTABLISHED BY THE NEXT GENERATION TOWN & COUNTRY LXi INCLUDE AVAILABLE ALL-WHEEL-DRIVE. LEATHER-TRIMMED QUAD COMMAND SEATING IS STANDARD. AND, BECAUSE MORE SPACE IS MADE MORE USEFUL BY EASE OF ACCESS TO IT, A DRIVER-SIDE SLIDING DOOR IS STANDARD ON ALL THREE TOWN & COUNTRY MODELS.











**LUXURY AMENITIES** never before found in a minivan are standard. All the electronics of the leading luxury sedans are part and parcel of Town & Country LXi. It begins as you open the door. Unique personalized remote entry system enables two drivers to pre-program settings for their personal power seat (below right) and power mirror (right) positions for instant recall. Operation is as simple as individual remote keyless entry transmitters. **BOTH FRONT SEATS** are easily eight-way adjustable (including recliner feature), via power actuators shaped for an instinctive



“feel” and touch-logic quickness. Naturally, all seating is designed to provide an optimal blend of comfort and ergonomic support for the long distances you’ll find yourself wanting to drive Town & Country.

**AM STEREO\*/FM STEREO CASSETTE AND CD PLAYER** (top



left above) is standard on the LXi model, available on others. It features easy-to-access control of all functions — for listening enjoyment without having to memorize confusing computer-like

operating sequences. **ELECTROCHROMIC** inside rearview mirror (above)

automatically dims the reflection of bright headlights from following cars. **DUAL ZONE TEMPERATURE**



a convenient, lockable side-of-seat compartment (right), just one of many such storage locations. And Town & Country is one of the quietest Chrysler minivans



**CONTROL** (left) enables the driver and passenger to dial up their own climate “zone.” (Rear-seat passengers are served by area-specific heating and air conditioning outlets.) Thoughtfulness **ABOUNDS** within Town & Country LXi, from the steering column stalk and wheel which locates many control functions at your fingertips, to



*T*OWN & COUNTRY SX

PRESENTING A SHORTER WHEELBASE MODEL, THE FULLY LUXURIOUS SX. THIS TOWN & COUNTRY PROVIDES ALL THE ADVANTAGES AFFORDED BY ITS ARCHITECTURE — NIMBLE ROADABILITY THAT CONVERTS TO UTILITY, AND MANY OF THE LUXURY FEATURES COMMON TO THE LARGER LXi, BUT WITH AGILITY AND EASY-TO-PARK DIMENSIONS. PROOF THAT CHRYSLER IS BY FAR THE LEADER IN PACKAGE EFFICIENCY.





**T**OWN & COUNTRY LX

FOR DRIVERS WHO PREFER TO CHOOSE THEIR OWN COMBINATION OF LUXURY AMENITIES — IT'S THE TOWN & COUNTRY LX. THE LONG-WHEELBASE TOWN & COUNTRY LX IS EQUIPPED WITH ALL THE EXPECTED STANDARD FEATURES PLUS A VARIETY OF OPTIONS THAT LET YOU SELECT THE BALANCE OF LUXURY AND VALUE THAT BEST SUITS YOUR LIFESTYLE. ALL-WHEEL-DRIVE MODEL AVAILABLE.





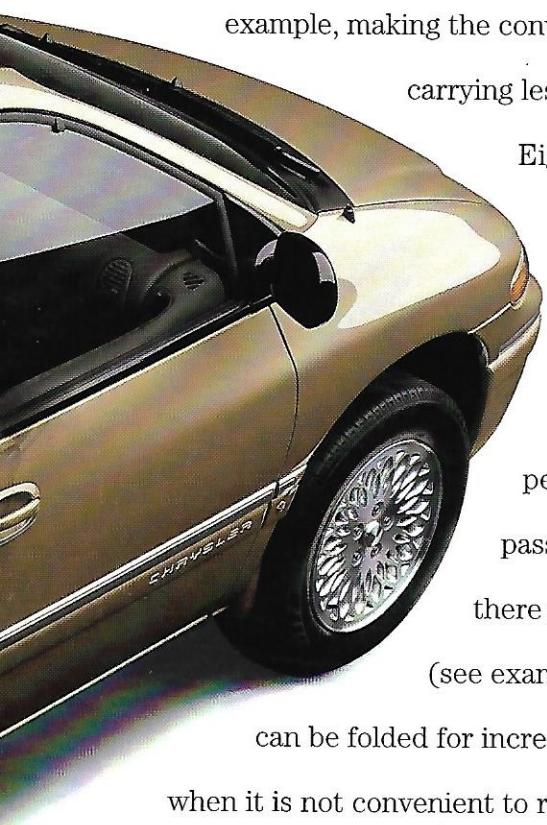
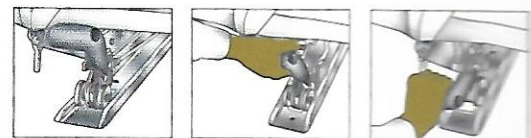


*With mid and rear seats removed, this digital baby grand piano is the perfect fit for Town & Country — in style and size. (55" wide, 34" high, 36" deep).*

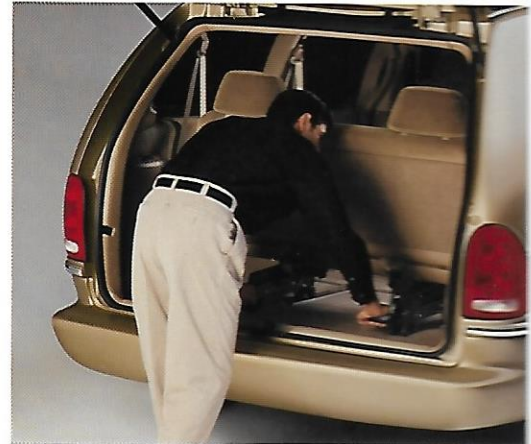
*Cargo shown for demonstration only. Properly secure all cargo before transporting.*



**LUXURY THAT IS USEFUL** is an attribute unique to Town & Country. Today's active lifestyles practically shout for versatility in a luxury vehicle, so get ready to make use of your seven-passenger Town & Country in ways you wouldn't even dream of using a luxury sedan, or even a limousine. Luxury engineering means making things work without a hassle. Bench **EASY OUT ROLLER SEATS™** (right) are an



example, making the conversion from rear seating to cargo carrying less demanding of upper body strength.



Eight rollers glide the bench seat as it is unlatched, and molded tracks in the

floor guide the seat and reduce resistance to rolling. **MULTIPOSITION SEAT**

**RECLINERS**, along with three-position fore-and-aft adjustment for the rear

bench, provide accommodation to

personal preference, even in seven-

passenger configuration. In fact,

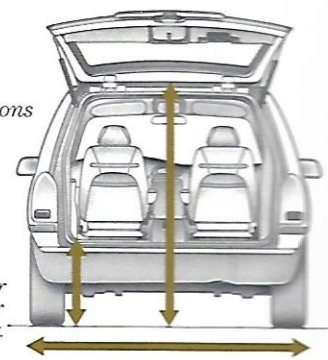
there are many seating configurations

(see examples below), and the rear seats

can be folded for increased volumetric cargo capability

when it is not convenient to remove and leave them behind.

*(All comparisons to previous generation models.)*



*5 inches more front shoulder room.*

*1.8 inches more overall body height.*

*0.6-inch lower liftgate sill for easier liftover.*

*5.4 inches more body width.*



**LEATHER-TRIMMED** Quad Command individual seats are standard on

LXi, available on other models. The quad seats have armrests, and

recline 66 degrees in three-degree increments

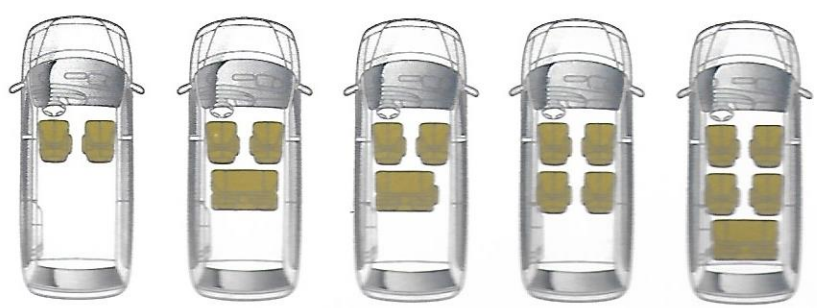
for highly personalized comfort, and fold

flat for cargo stowage/table use. All in all,



Town & Country front and rear seats provide more versatility than prior models.

**MANY SEATING/CARGO** configurations can be arranged to fit your needs. Ease



of entrance to the area behind the rear bench is made more accessible than before by a wider, taller tailgate (see photo above). It is such versatility that provides the luxury of use in multiple applications.

ERGONOMICS IS THE INTERFACE between driver and vehicle. For Town & Country, that joining is seamless. Virtually anything the driver needs to touch is visible and within easy reach. Of all controls operated by the driver, 85 percent are within "normal" reach, meaning no stretching is necessary. Actuation — colors, shape and feel — of switches is designed



to be instinctive, easily assimilated.

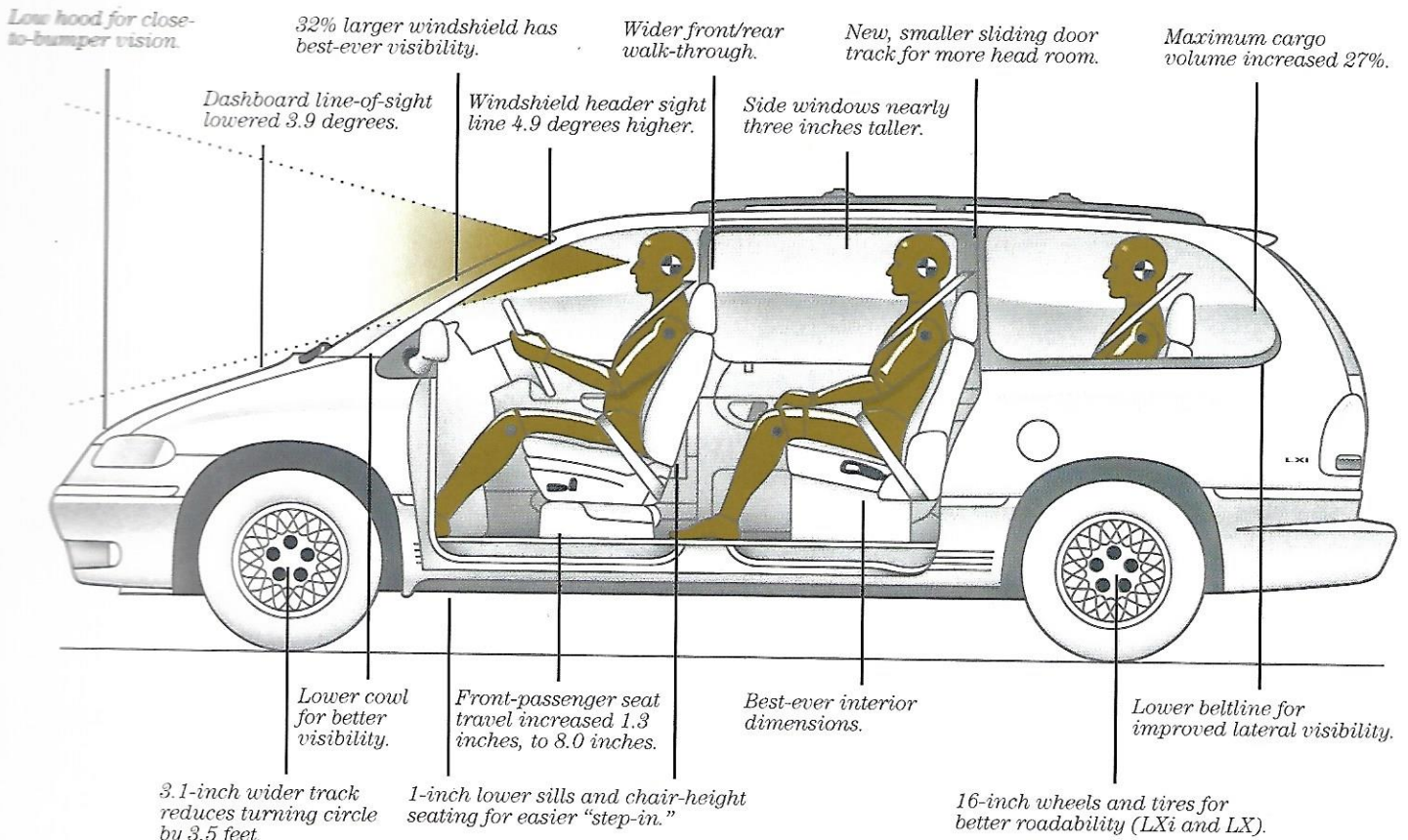
**REAR VENT WINDOW CONTROLS** (left) can be accessed from the driver's immediate area. Consumer surveys proved helpful in determining shapes and textures of control surfaces — rotary knob, button or slider — to prove most immediately memorable in their ease of operation. **QUALITY OF CONTROL** actuation was researched extensively. The goal in everything

inside Town & Country was to reflect the tactile sense of luxury automobiles as they are crafted the world over. Exterior details include electric de-icing of windshield wiper blades (above right) and the lower portion of the windshield. **CONTEMPORARY**

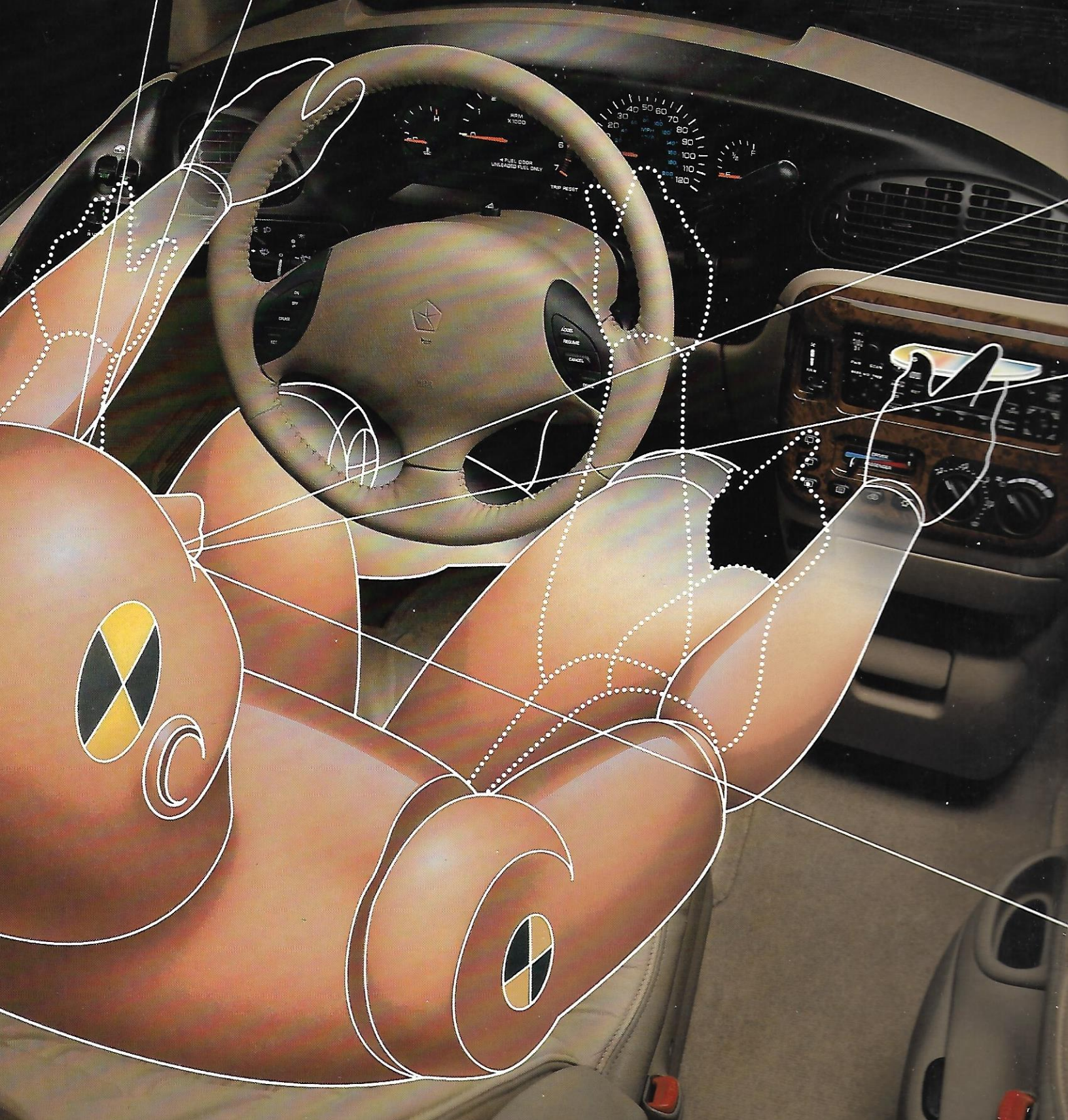


**SENSIBILITIES** were also taken into account. Town & Country provides a smoke-free environment, with a convenient electric power outlet and cubby bin replacing the lighter and ash tray as standard equipment, unless otherwise specified. An additional power outlet (right) is also provided for the rear.

**IMPROVED VISIBILITY, EXPANDED DIMENSIONS, CAR-LIKE STYLING\***



\*All figures shown are comparisons of the 1997 Town & Country and Town & Country LXi to the previous generation Town & Country.



WHAT CHRYSLER HAS LEARNED while winning awards with recent introductions comes to its fullest fruition in Town & Country, where seating comfort is designed for support over long distances. Tilt steering column has 10 positions at 2.25-degree angular increments for infinitely individual adjustment. The column is lightweight and solidly mounted so it is not subject to road-induced deflection or mechanical vibration. Driving Town & Country produces exhilaration, not exhaustion.

**ANALOG INSTRUMENTATION** has been designed to provide information that is clearly readable at a glance. The shape of the dash panel is attractive, leading the eye naturally to the road, and it contains driver and front-passenger air bags.\* The windshield is as wide as the horizon, with great panoramic viewing, and is equipped with wiper blade de-icers to make winter driving conditions less demanding. Available Solar-Control Glass (standard on LXi) helps keep passengers comfortable and reduces solar radiation damage to upholstery and items left inside. **FULLY ADJUSTABLE** front cup holders are Town & Country firsts, providing remarkable stability against spills. Adjustable via a three-position ratchet, they accept oversized drink containers, and will even cradle cups with handles. Luxury is thoughtfully designed details. *\*Always wear your seat belts.*



overhead console, for instance, holds more different types and shapes of sunglasses and garage door openers than our previous minivans. Lit by a variable intensity display, the **OVERHEAD CONSOLE** also includes a variety of driver



aids: an eight-point compass, outside ambient temperature gauge, trip odometer, trip elapsed time, instant mpg, trip average mpg and fuel-tank distance to empty. Luxury is information easily accessed.



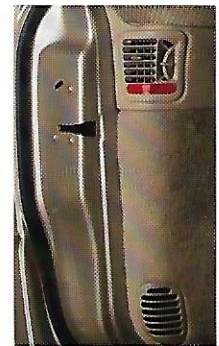
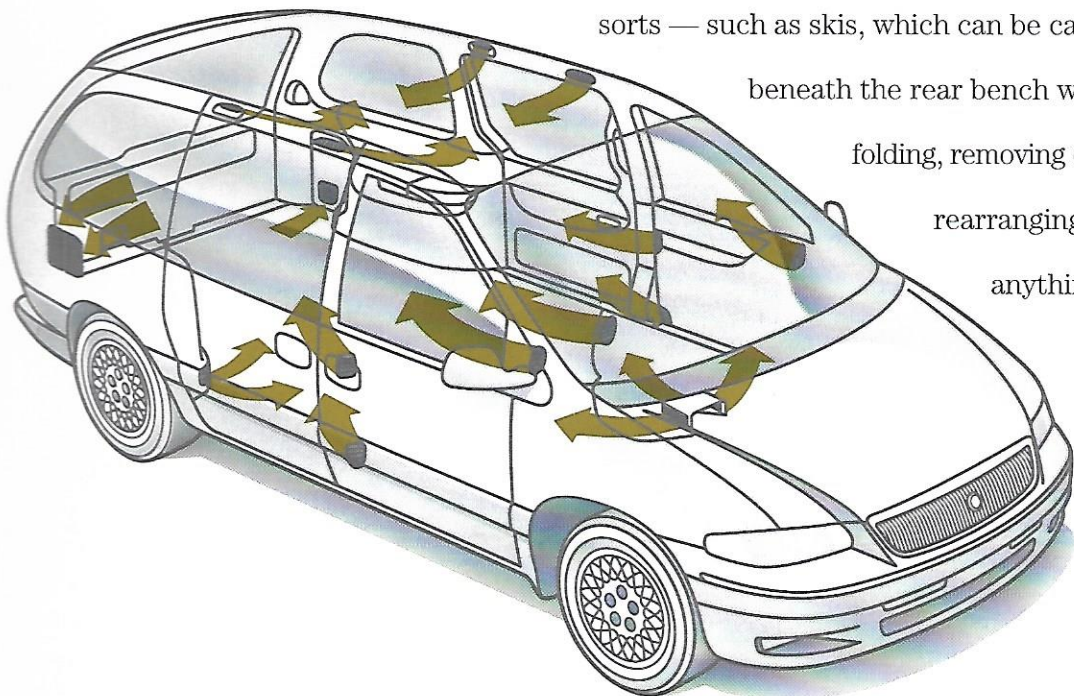


THE CONVENIENCES OF A LIMOUSINE are engineered right into Town & Country, as are the capacities of a special purpose vehicle. Like a limo, heating and air conditioning are ducted to outlets located in the rear — and fan speed can be adjusted from front or rear.\* This system has the capability to cool a small house. AREA-SPECIFIC lighting is complete and thoughtfully

arranged, including roof rail reading lights that are designed to provide focused, non-glare lighting that will not distract fellow passengers. Liftgate flood lamps make loading easier at night. A 4' x 8' sheet of plywood can be carried flat and totally enclosed within Town & Country LX and LXi, should you wish to — which demonstrates that there's AMPLE ROOM for recreational gear of all



sorts — such as skis, which can be carried beneath the rear bench without folding, removing or rearranging anything.



*Flow-through heat/cool ducts in front doors comfort midseat passengers.*

*Camel Cloth shown at top. Quad Command, Camel-leather-trimmed seats, standard on LXi, shown at right.*

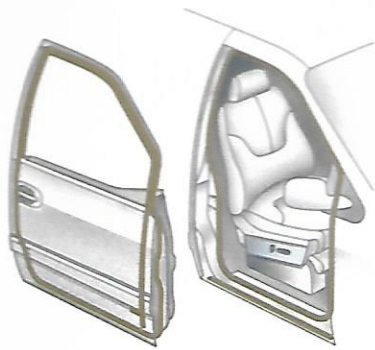
*\*Standard on LXi; optional on Town & Country LX.*





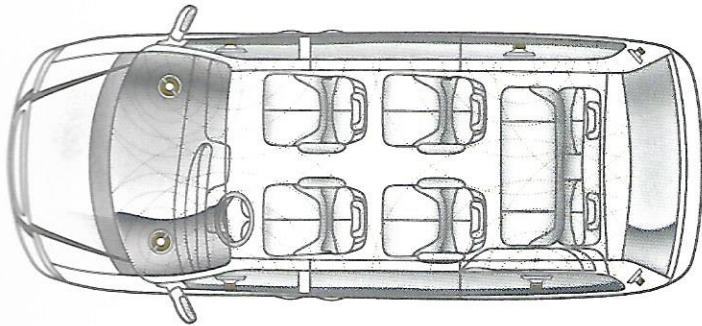






**LUXURY SHOULD BE SEEN AND FELT. NOT HEARD.** Chrysler engineers have seen to it that the Town & Country would be luxuriously quiet. The liftgate and doors close out the clamor of the passing parade. Sound-Loc door liners (left) are four times as dense as previous generation liners and work with trim panels to block noise inside door cavities. Thicker front-door glass provides an improved barrier to exterior noise transmission.

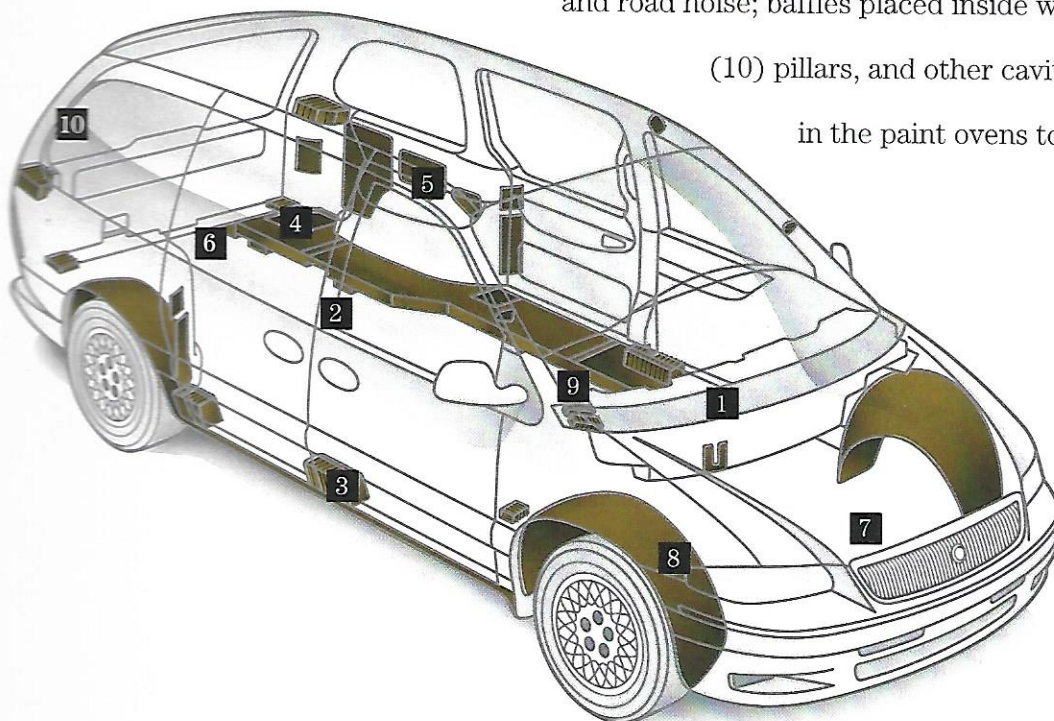
**A VARIETY OF ABSORBERS,** barriers and dampers are used to suppress sounds that would otherwise intrude upon the symphony or soliloquy emanating from the available Infinity Acoustic 10™ speakers (left) of the stereo

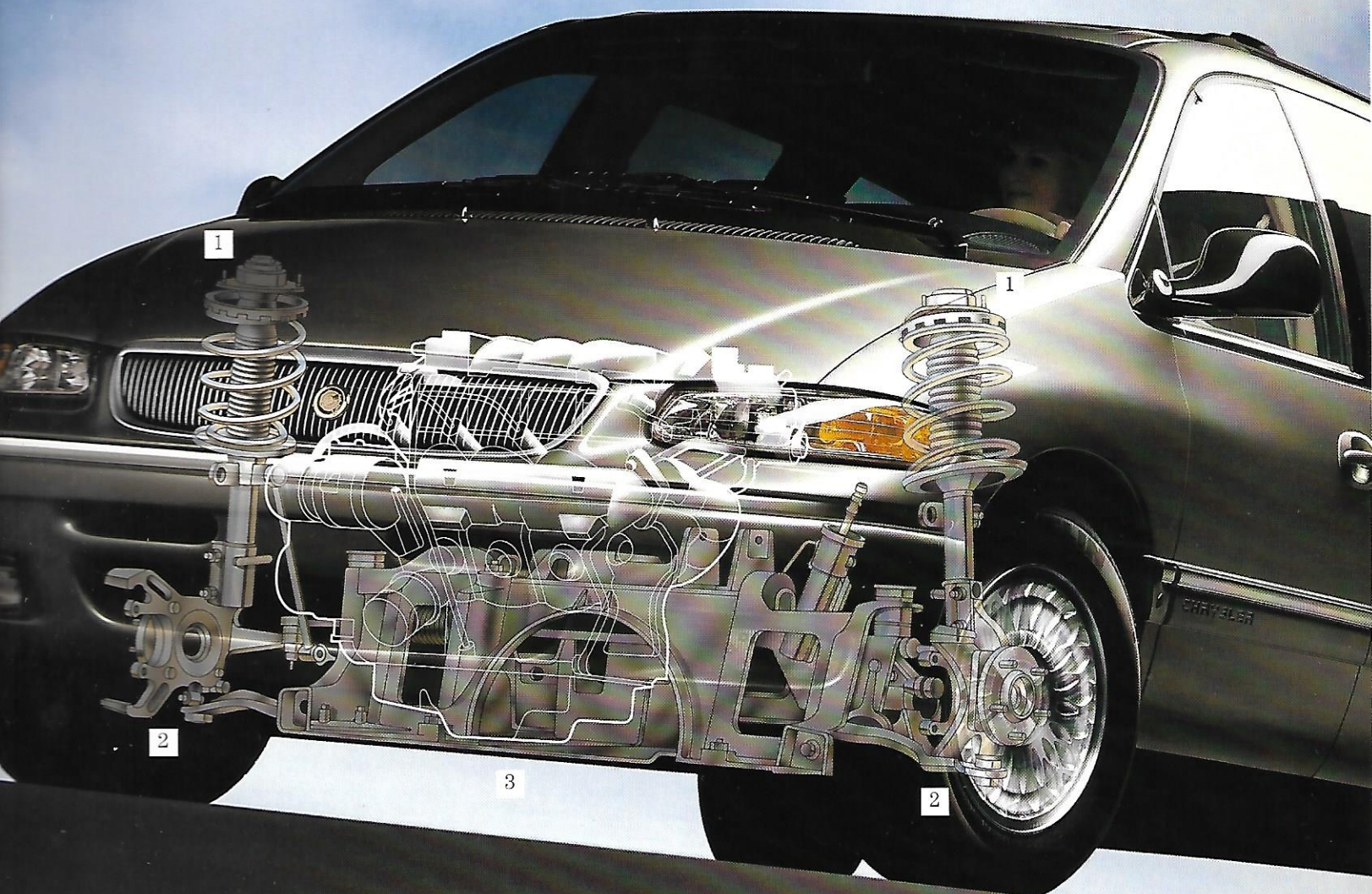


system. **THE STIFFER THE STRUCTURE,** the quieter the ride. Town & Country's Unibody construction provides a car-like ride, and its exceptional torsional stiffness lessens the potential for buzzes, rattles, and squeaks. Here are a few more features

that make Town & Country **THE PREMIER MINIVAN** in the market: Double-layer dash panel silencers (1) are installed on both sides of the dash to muffle engine noise; intra-pillar (2) and sill baffles (3) soften road noises; dampers subdue vibrations in large panels like the floor pan (4); porous absorber pads inserted behind trim panels (5) "soak up" exterior noise; molded plastic (rather than steel) fuel tank (6) quiets fuel-sloshing sounds and acts as a barrier to noises from fuel pump operation; aerodynamically **SCULPTED STYLING** (7) minimizes the whistle of the wind; baked-on mastic and fluid deadener in the front wheelhouses (8) dampen engine and road noise; baffles placed inside windshield (9) and liftgate

(10) pillars, and other cavities, expand when heated in the paint ovens to fill spaces and block noise.



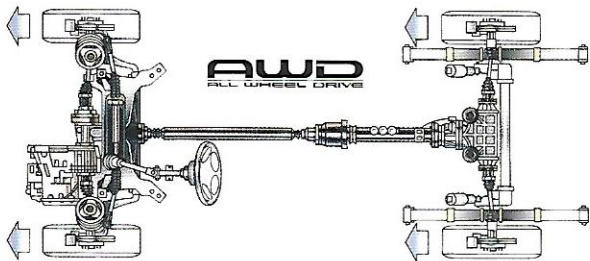


**SMOOTHER.** Town & Country's rigid body structure contributes to the smooth ride and agile handling of the finely calibrated suspension system. Upper strut mounts (1) maximize vertical travel and limit lateral motion, to reduce ride harshness and improve steering feel and precision.

**AND QUIETER.** Noise, vibration and harshness reduced by: a four-point engine mounting system; rubber bushings on the lower control arms (2) resist lateral load and cushion impact. Cast aluminum cross-member (3) is rubber isolated to dampen harshness and road noise.



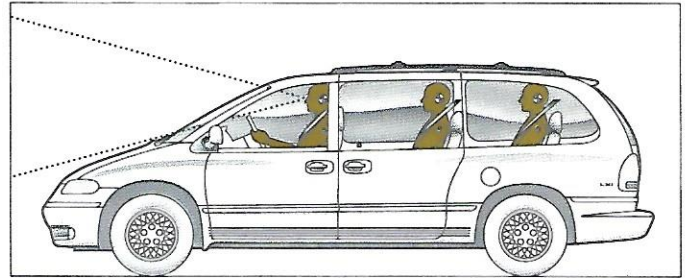
*MOLYKOTE® coating baked on to piston skirts reduces friction.*



**ALL-WHEEL DRIVE** is available in long-wheelbase models for sure footing in

inclement drive conditions. Not meant for off-road usage, this full-time system makes use of a viscous coupling to apply the power to front or rear as needed. Normal driving finds the all-wheel drive with a 60-percent front-wheel bias.

A **CLEAN SHEET OF PAPER** was the first tool utilized on this generation of Chrysler Town & Country — the **baseline** for all three models. The result was a vehicle literally engineered from the inside out. This next generation of the first cab-forward design retains the **comfortable, chair-height seating**, but has in all other **aspects** been reinvented. The inside-out engineering approach also governed rear seating, to optimize space utilization for both passengers and cargo.



It's no surprise that several Chrysler "**BESTS-EVER**" evolved from this approach: ■ Driver

forward visibility ■ Larger, more useful cargo capacity ■ More miscellaneous storage

■ More versatile cup holders ■ Can carry

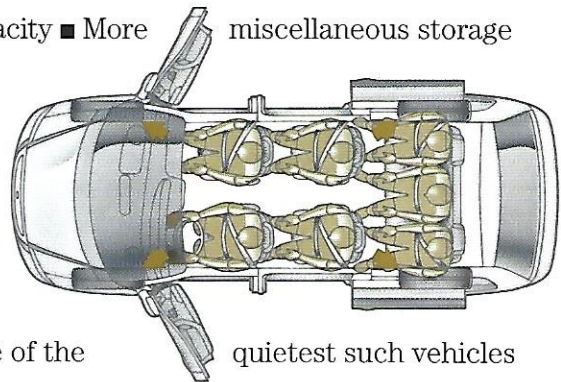
a 4x8-foot sheet of plywood

with liftgate closed

■ More versatile

overhead console ■ One of the

■ Most compact radio with CD and cassette capacity









CHRYSLER

LX3



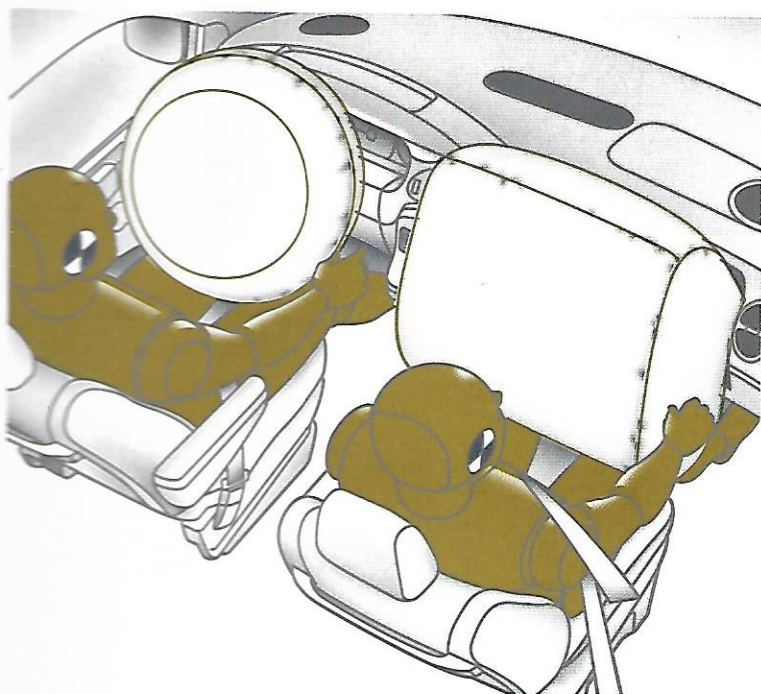


AWD

CHRYSLER

CHRYSLER

PT CRUISER



**AS THE LEADERS IN SAFETY**, Chrysler specialists were determined that this generation Town & Country measure up to its predecessors. Driver and front-passenger air bags\* have been modified for a less obvious look. New **ENHANCED ACCIDENT RESPONSE SYSTEM†** unlocks power door locks after motion ceases following impact and ten seconds later turns on interior lights. **INTEGRATED RECLINING** Child Safety Seats, (below left) first made available by Chrysler, provide the first multiposition

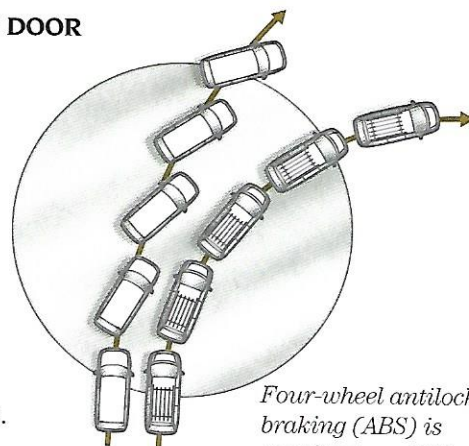
adjustable reclining seatback. **COMFORT FIT** Seat Belt System™ encourages usage with multi-height adjustable shoulder belts and traveling seat belt buckles. **SIDE-GUARD DOOR**

**BEAMS** (bottom left) provide protection in side-impact collisions. These



high-strength, seamless steel tubes were engineered to work closely with the strong sill structure to meet all 1999 federal dynamic side-impact protection requirements.

**TRACTION CONTROL** is standard on all



*Four-wheel antilock braking (ABS) is standard on all Town & Country models.*

models except AWD. It senses over-spin on front driving wheels and interrupts power for better grip at speeds up to 25 mph. Vehicle Theft **SECURITY ALARM** System (standard on LXi) is armed when the power doors are locked, and intrusion is thwarted by the horn, flashing headlights, and deactivation of the ignition system. Perhaps the most

reassuring luxury of all is peace of mind.

*\*Always wear your seat belts.*

*†If air bags deploy and electrical system functions.*

#### ADDITIONAL SAFETY FEATURES

- Available all-wheel-drive models
- Center high-mounted rear stoplight
- Child-protection lock on sliding side doors
- Energy-absorbing front seatbacks
- Energy-absorbing steering column
- Fade-resistant front vented disc brakes
- Head restraints for all outboard seating positions
- Ignition and steering column lock
- Knee blockers
- Non-glare interior lighting
- Low-Speed Traction Control
- Positive lock on automatic transaxle prevents shift out of Park when ignition switch is in the off position





**CHRYSLER'S REPUTATION FOR ENGINEERING** extends

to the driver-in-command safety of all-wheel drive, available on the long-wheelbase Town & Country LXi and LX models. **ALL-WHEEL DRIVE** provides sure-footed traction in

severe-weather driving conditions, keeping

the driver in confident control.

become the rule with all-wheel

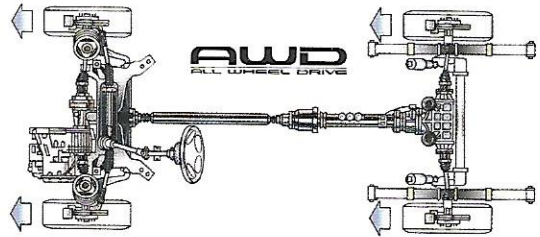
navigate icy corners and to handle

the security. Town & Country offers

on the LXi model, produces 166

torque at 3,100 rpm. For more on-tap power, it is also available on Town & Country

LX and SX models whose standard engine is a 158-horsepower 3.3-liter V6.



3.8-Liter V6

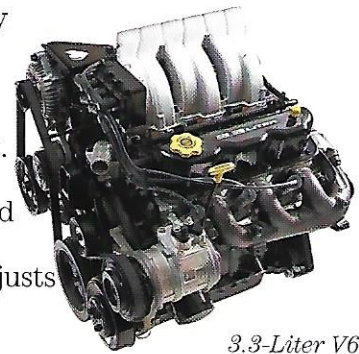
Surer, straighter starts at slippery intersections

drive, and control is better maintained to

the curves of snow-covered roads. You'll like

**TWO V6 ENGINES.** A 3.8-liter V6, standard

horsepower at 4,300 rpm and 227 lb-ft of



3.3-Liter V6

Town & Country's V6s are smooth, silent.

**LOAD-LEVELING** suspension (standard

on LXi) automatically audits and adjusts

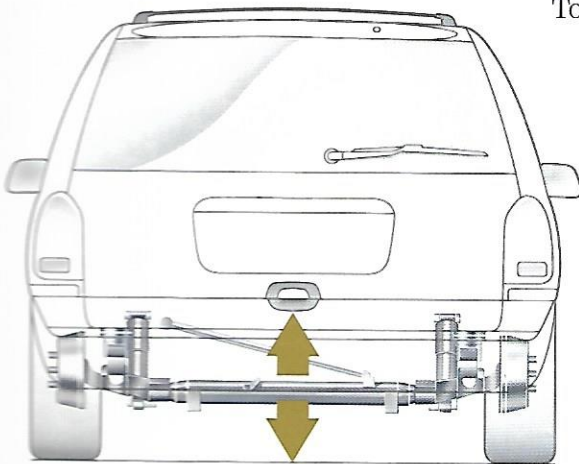
the attitude of Town & Country's

suspension, assuring a smooth, fully loaded ride and level

vehicle stance. Four-speed electronically controlled **AUTOMATIC**

transaxle on all models uses adaptive electronics to "learn"

about how you drive — and to then anticipate your needs.



*Surprising towing capability for a front-wheel-drive vehicle is engineered into Town & Country, especially with the extra pulling power of the 3.8-liter V6. Rated at a 3,500-pound capacity (with the optional Heavy-Duty Trailer Tow Package), this is precisely the kind*



AM/FM Stereo  
Cassette Player



Premium AM/FM Stereo  
Cassette Player



Premium AM/FM Stereo with  
Integral Compact Disc Player



Mopar Compact Disc Changer  
(dealer-installed) fits compactly into rear and offers superb distortion-free performance.

**AM STEREO\*/FM STEREO WITH CASSETTE AND CD PLAYER** (standard on LXi)

is the sort of audio breakthrough you expect to be made available for Town & Country. This is the smallest combined unit available in a Chrysler vehicle,

and it provides 47 separate features in six different categories for a truly big sound with **DISTORTION-FREE**

reproduction. It is matched to our astonishing Infinity Acoustic 10™ amplified system, with 10 speakers in

eight locations, which achieves a power rating of 100 watts.

Amazingly, operating sequences are much simplified on

this hi-tech unit. Standard on other models is an AM/FM

stereo cassette electronically tuned radio and four

speakers. **WHEEL TREATMENTS** extend up to available

16-inch sculpted road wheels and touring radial tires.

Wheel treatments, at right, include: (1) Endeavor,

15-inch wheel cover, standard on Town & Country LX;

(2) Camelot, 16-inch cast aluminum wheel, in Sparkle

Silver, standard on SX model; and (3) Camelot, 16-inch

cast aluminum wheel, in Sparkle Gold, standard

on LXi. **MOPAR ACCESSORIES** include: a CD

changer with six-disc magazine (4), controlled by the available premium

cassette player; a fold-down hitch-mounted ski carrier (5) holds up to

four pairs of skis (requires receiver-type hitch); and molded running

boards (6), for lower-step entry, color-matched to body color and

including splash guards. A new air filtration system (not shown)

features a triple-layer filter that can be installed in the

front instrument panel vent to help provide fresher air.

*\*Some AM stereo broadcasting may not be compatible with this radio.*



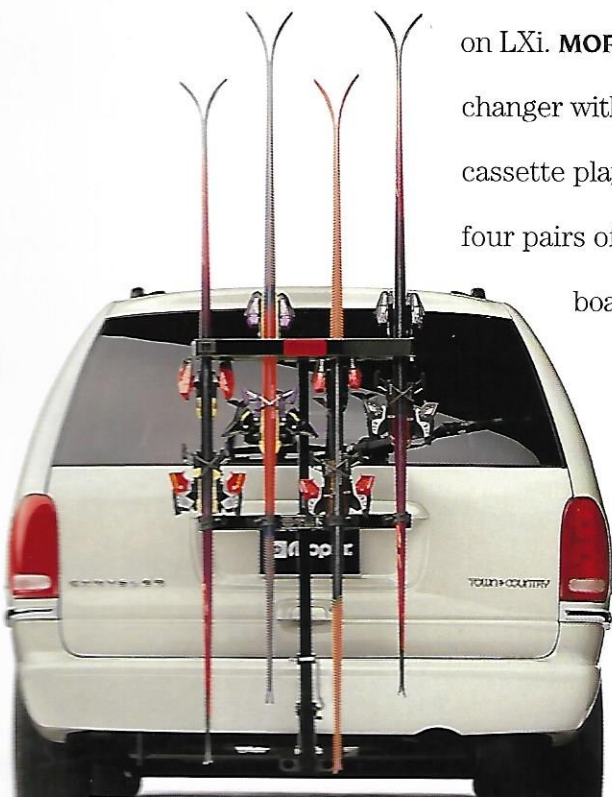
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2



3





**CHRYSLER GOES TO EXTREMES** to provide a degree of quality and comfort for Town & Country that one normally expects only in the most luxurious passenger cars. Passenger comfort is tested under the most severe conditions in an Environmental

Chamber at the sprawling Chrysler Technology Center, where developmental

prototypes are subjected to the computer-controlled extremes of blistering heat and



blustering cold. Vehicle systems must function flawlessly in

minus 20-degree heater warmup tests, and in 110-degree

plus air conditioner cooldowns. Giant fans whip up 45-mph

blizzards to blow man-made snow directly at Town & Country — just to prove that

radiators and condensers won't clog, nor electronic components foul or fail. Then,

comfort is put to the *real* test. By real people. In the searing desert heat of Arizona. In

the jarring cold of northern Canada. Engineers call it the "subjective evaluation" phase

of environmental testing. Real people, inside real vehicles, are exposed to the same real-world temperature

extremes that were simulated in the environmental lab. Town & Country has to pass every test — of both

scientific instrument and subjective evaluation — so that the occupants of every one of its seats can enjoy every

season in the comfort of Town & Country. Why did Chrysler

choose to spend more than \$140 million in a

research lab? Why do researchers

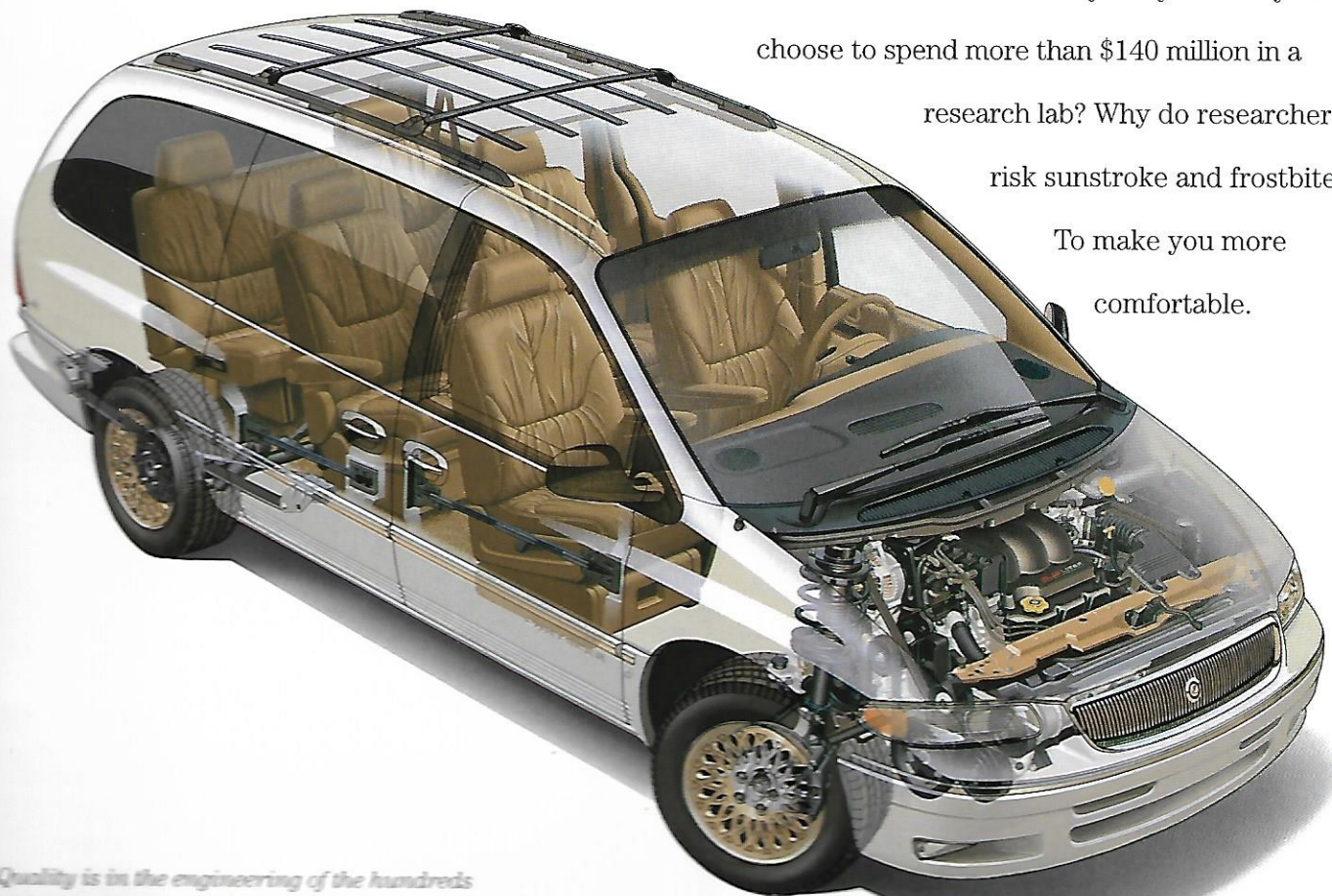
risk sunstroke and frostbite?

To make you more

comfortable.



*An antichip coating, applied to the entire exterior, protects against stone damage. Molded-plastic front wheelhouse liners protect fender undersides and the forward body structures from stone chips and corrosion.*



Quality is in the engineering of the hundreds of details that make Town & Country

This chart is designed to assist you in selecting the model and options that best meet your needs. Begin (Step 1) by choosing the basic equipment you want and determining its availability for the model. Equipment availability is indicated by the letters (S, O, P, etc.) under the model name. Next, choose the additional equipment you want from either the Customer-Preferred Packages™ (Step 2) or the individual options (Step 3). Packaged options (Step 2) group popular high-value options together and offer savings over the same options ordered separately. Finally, select exterior/interior colors (page 41). An experienced salesperson at your dealership can now assist you in the selection of the vehicle that perfectly fits your needs.

**STEP 1 SELECT YOUR MODEL.** The letters in the columns under the model headings indicate the availability of the equipment in the left-hand column. S = Standard. O = Optional. P = Included as part of a package. NA = Not Available.

STANDARD AND OPTIONAL EQUIPMENT	SX	LX/AWD	LXi/AWD
<b>Air Bags</b> —Driver and front-passenger	S	S	S
<b>Air Conditioning</b> —Front: CFC-free refrigerant, manual temperature control —Dual Zone Temperature Control —Rear: With intermediate controls	S S NA	S S O	S S S
<b>Alternator</b> —90-ampere —120-ampere (included in available Heavy-Duty Trailer Tow Group)	S O	S O	S O
<b>Assist Handles</b> —A-pillar for front passenger	S	NA	S
<b>Battery</b> —Maintenance-free —500-ampere —600-ampere —685-ampere (included in available Heavy-Duty Trailer Tow Group)	S O O	S O O	S O O
<b>Brakes</b> —Power-assisted —4-wheel with antilock	S	S	S
<b>Console</b> —Overhead includes compass, temperature, mini-trip computer, sunglasses and garage door opener holder	S	S	S
<b>Corrosion Protection</b> —Galvanized steel, phosphate dip treatment, electrocoating dip primer coat, thick antichip coat on lower body, full-body antichip coat base (color) coats, initial clear coat and final clear coat	S	S	S
<b>Cup Holders</b> —Front: (2) —Intermediate: (2) —Rear: (3 on SX; 4 on LX, LX AWD, LXi, LXi AWD)	S S S	S S S	S S S
<b>Defroster</b> —Electric rear window (required in New York state)	S	S	S
<b>Door Locks</b> —Power, front, sliding and liftgate —Child-protection rear (sliding doors)	S S	S S	S S
<b>Doors</b> —Driver- and passenger-side sliding	S	S	S
<b>Dynamic Side-Impact Protection</b> —Steel side-guard door beams and structural reinforcements	S	S	S
<b>Emissions</b> —Required in California, Massachusetts and New York —Maine and states bordering California, Massachusetts and New York	O O	O O	O O
<b>Engines</b> —3.3-liter OHV SMPI V6 —3.8-liter OHV SMPI V6	S O	S O	NA S
<b>Exhaust System</b> —Stainless steel	S	S	S
<b>Fascias</b> —Front: Fog light design, body-color upper, molded-in body-color lower —Rear: Molded-in body-color	S S S	S S S	S S S
<b>Fuel Door</b> —Driver-side, with interlock feature	S	S	S
<b>Fuel Tank</b> —20-gallon	S	S	S
<b>Glass</b> —Tinted, all windows —Solar-Control windshield and front doors and sunscreen bodyside and liftgate	S P	S P	NA S
<b>Lighting</b> —Exterior: Headlights (2), halogen with park/turn/side marker lights with built-in adjuster with leveling device; Taillights (2), 3-bulb with taillight, stoplight, turn signal, side marker and backup functions —Fog lights —Interior: —Front, courtesy/reading lamps —Intermediate, courtesy/reading lamps —Rear dome —Rear courtesy reading lamps	S S S S S S NA	S S S S S S NA	S S S S S S S
<b>Luggage Rack</b> —Roof-mounted	S	S	S
<b>Map Pockets</b> —Front-passenger seatback	S	S	S
<b>Message Center</b> —Includes graphic displays for turn signal, headlight high beam, brake system, low oil pressure, high engine coolant temperature, air bags, ABS and Vehicle Theft Alarm	S	S	S
<b>Mid-Cabin Comfort Control</b> —Heater and A/C vent outlets in rear of front door trim panels	S	S	S
<b>Mirrors</b>			
—Interior: Day/Night —Automatic day/night feature —Visor vanity	S NA S	S NA S	NA S S
<b>Multifunction Control Lever</b> —Includes controls for turn signals, headlights, lane-change feature, optical horn, instrument panel and headlight dimmer, lights, windshield wipers/washers, pulse wipe	S	S	S
<b>Power Accessory Outlet</b> —Front: Instrument panel 12V DC with tethered cover —Rear: 12V DC with tethered cover	S S	S S	S S
<b>Remote Keyless Illuminated Entry System</b> —Includes controls for power door locks, liftgate release, panic alarm with available Vehicle Theft Alarm	S	S	S
<b>Seat Belts</b> —Color-keyed, Comfort-Fit Seat Belt System™ (Height-adjustable shoulder belts, traveling seat belt buckles and super-soft webbing) for front and intermediate-row outboard passengers and color-keyed lap belt for inboard passengers; color-keyed Unibelt for 3rd row outboard passengers	S	S	S
<b>Seats</b> —7-passenger —Front: Buckets, reclining seatbacks, folding armrests —8-way power with reclining seatback, folding armrest —Rear: Intermediate Quad Command seats (2) with rear bench seat —Intermediate leather-trimmed Quad Command seats (2) with rear bench —Deluxe: Intermediate bench with Integrated Child Safety Seats and rear bench —Easy Out Roller Seats™ (bench seat only)	S P S O O S	S P S O O S	NA S <sup>(2)</sup> NA S O O S
<b>Sound Systems</b> —AM/FM stereo radio with cassette and 4 speakers —Infinity Acoustic 10™ sound system with AM stereo <sup>(3)</sup> / FM stereo radio with cassette and graphic equalizer —Infinity Acoustic 10™ sound system with AM stereo <sup>(3)</sup> /FM stereo radio with cassette, CD player and graphic equalizer	S P O	S P O	NA NA S
<b>Speed Control</b> —Electronic with steering wheel-mounted controls	S	S	S
<b>Steering Column</b> —Tilt	S	S	S
<b>Steering</b> —Power-assisted rack-and-pinion	S	S	S
<b>Steering Wheel</b> —Leather-wrapped	S	S	S
<b>Storage</b> —Bins, center console with CD/cassette insert, covered —Bins, rear covered armrest —Drawer, underseat (passenger) with lock —Stowage compartment, passenger seat, side with lock —Map pockets, front door trim panel —Map pockets, front-passenger seatback	S S S NA NA S	S S S NA NA S	S S S S S S
<b>Suspensions</b> —Fully independent —Front: MacPherson Struts —Rear: Monoleaf rear springs —Normal-duty —Heavy load/firm ride —Load-leveling (standard on AWD models)	S S S O O	S S S O O	S S S O S
<b>Tires</b> —P215/65R15 BSW all-season (set of 4) —215/65R16 LBL all-season touring (set of 4) —Spare, compact —Spare, full-size	NA S S O	S O S O	NA S NA S
<b>Traction Control</b> —Low-Speed (NA with AWD)	S	S	S
<b>Transaxle</b> —4-speed electronically-controlled automatic	S	S	S
<b>Vehicle Theft Security System</b>	O	O	S
<b>Wheel Covers</b> —Set of 4—15" Endeavor	NA	S	NA
<b>Wheels</b> —Set of 4 —16" Camelot cast aluminum wheel, Sparkle Silver (Sparkle Gold on LXi)	S	O	S
<b>Windows</b> —Front: Door, power with driver-side one-touch-down —Intermediate: Fixed, right- and left-side —Rear: Power, right- and left-side quarter vent windows	S S S	S S S	S S S
<b>Windshield Wiper De-Icer</b> —Included with rear defroster	S	S	S
<b>Wiper System</b> —Liftgate, continuous and intermittent with vehicle speed-sensitive intermittent mode —Windshield, 2-speed with vehicle speed-sensitive intermittent mode	S S	S S	S S

<sup>(1)</sup> Always wear your seat belts. <sup>(2)</sup> Includes Memory Feature on LXi and LXi AWD.

<sup>(3)</sup> Some AM stereo broadcasting may not be compatible with this radio.

Comfort-Fit Seat Belt System and Easy Out Roller Seats are trademarks of Ford Motor Company.

POWER TRAIN AVAILABILITY ENGINES	TRANSAXLES	DRIVETRAIN	TOWN & COUNTRY SX		TOWN & COUNTRY LX		COUNTRY LXi
3.8L SMPI V6	4-Speed Automatic	FWD	28F	28H	28P	28R	28Y
3.8L SMPI V6	4-Speed Automatic	FWD		29H		29R	29Y
3.8L SMPI V6	4-Speed Automatic	AWD				29R	29Y
<b>SEAT PACKAGES</b>							
7-Passenger Quad Command Leather-Trimmed Buckets				O		O	S
7-Passenger Deluxe Seating (Leather-Trimmed) with Integrated Child Safety Seats							O
7-Passenger Deluxe Seating (Cloth) with Integrated Child Safety Seats				O		O	
7-Passenger Quad Command Cloth Buckets			S	S	S	S	
<b>OPTIONS INCLUDED</b>							
8-Way Power Seat—Driver-Side (Includes memory feature on LXi/LXi AWD)				•		•	S
Sunscreen and Solar Glass				•		•	S
Infinity Acoustic 10" AM Stereo <sup>(1)</sup> /FM Stereo with Cassette, Graphic Equalizer, CD changer controls, Clock and 10 Speakers				•		•	

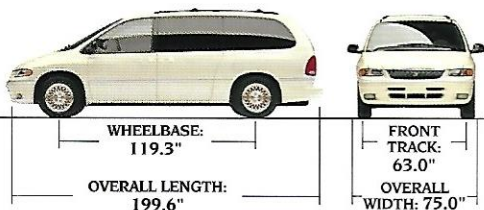
**STEP 3 SELECT ADDITIONAL OPTIONS.** You may choose grouped options from the Quick Order Option Group or individual options. S = Standard. • = Included as part of a package. O = Optional.

<b>QUICK ORDER OPTION GROUPS</b>							
<b>CLIMATE GROUP</b>							
I Sunscreen/Solar Glass				•		•	S
Climate Group I + Rear Air Conditioner/Heater						O	S
<b>CONVENIENCE/SECURITY GROUP</b>							
Convenience Group I + Security Alarm (Includes Central Locking)				O		O	S
<b>LOAD &amp; TOWING GROUP (SELECT ONE OR NONE)</b>							
I Conventional Spare			O	O		O	S
II Load/Tow Group I + Heavy-Load/Firm-Ride Suspension			O	O		O	
III Load/Tow Group II + Trailer Tow Package				O		O	O <sup>(2)</sup>
<b>WHEELS/HANDLING GROUP (SELECT ONE OR NONE)</b>							
I 16" Aluminum Wheels (Includes 16" Touring Tires) <sup>(3)</sup>				S		O	S
II Wheels Handling Group I + Touring Package (Suspension Components)				O		O	
<b>SOUND SYSTEMS</b>							
AM/FM Stereo with Cassette, Clock and 4 Speakers			S			S	
Infinity Acoustic 10" AM Stereo <sup>(1)</sup> /FM Stereo with Cassette and CD, Graphic Equalizer, Clock and 10 Speakers				O		O	S

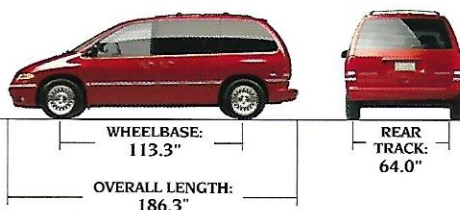
<b>ADDITIONAL OPTIONS</b>							
Luggage Rack				O		O	S
Load-Leveling Suspension (Standard on AWD models)				O		O	S
Front License Plate Bracket			S	S	S	S	S
Smoker's Group			O	O	O	O	O
Heavy-Duty Trailer Tow							O

<sup>(1)</sup> Some AM stereo broadcasting may not be compatible with this radio. <sup>(2)</sup> Requires Load-Leveling suspension. <sup>(3)</sup> Sparkle Silver on SX, Sparkle Gold on LXi.

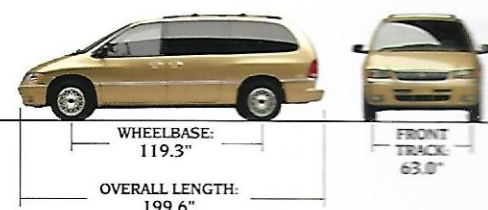
**TOWN & COUNTRY LXi**



**TOWN & COUNTRY SX**



**TOWN & COUNTRY LX**




**DIMENSIONS**


	TOWN & COUNTRY SX	TOWN & COUNTRY LX TOWN & COUNTRY LXi
Overall Height	68.5"	68.5"
Overall Width	75.0"	75.0"
Overall Length	186.3"	199.6"
Wheelbase	113.3"	119.3"
Front Track	63.0"	63.0"
Rear Track	64.0"	64.0"

**SPECIFICATIONS**


	TOWN & COUNTRY SX	TOWN & COUNTRY LX/ TOWN & COUNTRY LXi
<b>LENGTH</b> —Cargo compartment at floor	82.6"	97.1"
<b>WIDTH</b> —Cargo compartment between wheelhousings	49.1"	49.1"
<b>CARGO VOLUME</b> —5-passenger seating —7-passenger seating —Rear seats removed	43.6 cu ft 13.6 cu ft 142.9 cu ft	51.2 cu ft 20.3 cu ft 168.5 cu ft




Dark Rosewood Pearl Coat 1, 2  
Interior: Mist Gray, Camel



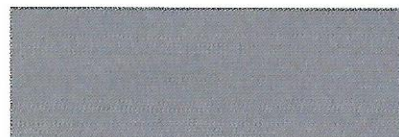
Candy Apple Red Metallic Tint 1, 2, 3  
Interior: Mist Gray, Camel




Forest Green Pearl Coat 1, 2, 3  
Interior: Silver Fern, Camel



Deep Amethyst 1, 2, 3  
Interior: Mist Gray, Camel



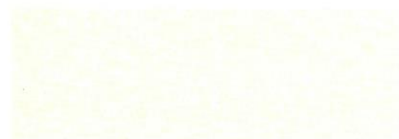
Light Iris Clear Coat 1, 2, 3  
Interior: Mist Gray



Bright White Clear Coat 2  
Interior: Mist Gray, Camel, Silver Fern



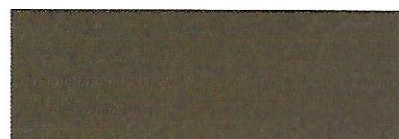
Light Gold Pearl Coat 1, 2  
Interior: Camel




Golden White Pearl Tricoat 1, 3  
Interior: Mist Gray, Camel, Silver Fern



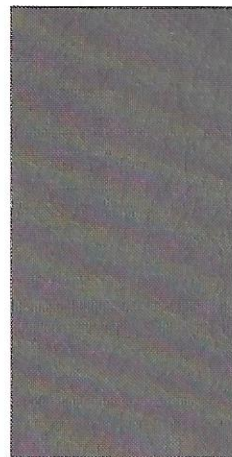
Light Silver Fern Pearl Coat 1, 2  
Interior: Silver Fern, Camel



Taupe Frost 1, 2, 3  
Interior: Camel



Leather shown in Camel.  
Standard 3, Optional 1, 2



Leather shown  
in Mist Gray.  
Standard 3, Optional 1, 2



Athens Cloth shown  
in Mist Gray.  
Also available in Silver  
Fern and Camel.  
Standard 1, 2

1 — Town & Country SX  
2 — Town & Country LX  
3 — Town & Country LXi

LXi has a unique leather-trimmed seat sew style.

*NEW VEHICLE. In fact, one out of every four vehicles is leased rather than purchased and the trend is growing. There is nothing confusing or complicated about leasing a vehicle at your dealership. Chrysler Financial's Gold Key Lease has the flexibility to fit your vehicle choice and your lifestyle. If the thought of getting the type of vehicle you really want, more often, and paying less money sounds great, ask about Gold Key Lease.*

## THE GOLD KEY DIFFERENCE

*Because you only pay for the portion of the vehicle's life you'll use, a Gold Key Lease can offer many great advantages, all of which help you drive the vehicle you've always wanted.*

■ **LOWER MONTHLY PAYMENTS** *Gold Key Lease payments are typically lower than conventional finance payments. In fact, your payments on a 24-month lease are roughly the same as financing for 60 months.*

■ **SHORTER TERM** *With a Gold Key Lease, you can drive a brand new vehicle as often as every 24 months.*

■ **FLEXIBILITY** *Gold Key Lease terms and payments can be tailored to your driving habits and lifestyle.*

■ **THREE GREAT OPTIONS** *A Gold Key Lease offers you three great options at lease end: 1) Turn the vehicle in and lease a new one. 2) Buy the vehicle and keep it. 3) Buy it, then sell it for a possible profit, and lease a new vehicle.*

## AUTO-PAY OPTION

*Gold Key Lease customers have the option of participating in Auto-Pay, a convenient system that electronically deducts your monthly lease payment from your checking or savings account.*

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, complete accuracy cannot be guaranteed. Chrysler Corporation reserves the right to make changes from time to time, with or without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.

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**Always wear your seat belts.**

**FOR MORE INFORMATION ON PRODUCTS OR LEASING:**

**1-800-4A-CHRYSLER**

<http://www.chryslercars.com>

Form No. 74-383-9730

9/96(275M)

Litho in U.S.A.



## THE OWNERSHIP PROMISE

A product can be no better than the willingness of its maker to stand behind it. That's why Chrysler Corporation, through its Customer One Care™ program, promises its owners a satisfying experience at the dealership and long after they drive their new cars from the showroom. Included in that promise: bumper-to-bumper protection for three years or 36,000 miles; 24-hour-a-day roadside assistance for the same period; a five-year or 100,000-mile insurance against sheet-metal rust-through; a variety of flexible plans for financing, leasing and extended service. All of these customer support programs are detailed at right. Customer One Care ... the Chrysler promise you can live with. For years.

### CUSTOMER ONE®

Chrysler's Investment in Your Satisfaction

**THE PRODUCT** Chrysler Corporation has created a revolutionary new lineup of sub-compact, next-generation automobiles and minivans. That's product.

**THE PEOPLE** To market these exceptional new vehicles, Chrysler Corporation and its dealer body have revolutionized the way they do business, committing \$45 million annually to training, educating and increasing the awareness of dealership sales staff and service personnel. That's people.

**THE GOAL** Together, product and people form a synergistic network dedicated to one goal: exceeding your expectations throughout the shopping, buying and ownership experience. Sales advisors are trained to guide you to the car or minivan that precisely fits your lifestyle.

**Customer One Product Training** provides detailed, in-depth information regarding cars and minivans. Product workshops impart not only "book" knowledge but also a hands-on "feel" for the vehicle that is gained through on-the-road experience. In-dealership product training includes ongoing monthly meetings designed to provide the facts on competitive cars and minivans to help Sales Advisors help their customers. **Service personnel** undergo similar training programs designed to continually update their skills and keep them abreast of rapidly advancing automotive technology.

**THE RESULTS** The results of this massive commitment to continuous improvement are reflected in both products and people: outstanding achievements in sales and increasing Sales and Customer Satisfaction Index scores — two highly controlled systems that measure our performance by soliciting your opinion. At Chrysler, we're not just a whole new family of

**CUSTOMER ONE CARE™** Chrysler Town & Country is covered by the 3/36 Customer One Care Plan,\* which includes:

■ **A 3-year or 36,000-mile** (whichever comes first) Bumper-to-Bumper Limited Warranty which covers the complete vehicle against defects in factory-supplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings and normal maintenance items.†)

■ **Roadside Assistance for 3 years or 36,000 miles** which provides 24-hour, 7-day-a-week Emergency Road Service, contacted by a 24-hour nationwide toll-free number. Roadside Assistance covers items not included in the 3/36 warranty: lockout, jump start, out-of-gas, flat tire repair and towing. Except for jump start and towing, there will be a \$25.00 per use customer fee.‡

■ **The 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty** which covers the cost of all parts and labor needed to repair exterior sheet-metal panels perforated by corrosion.

The 3/36 Customer One Care Plan stays with the vehicle, and transfers automatically to subsequent owners at no cost during the warranty period.

\*See your dealer for additional details and a copy of this limited warranty.

†Tires are covered by their own manufacturers' warranty.

‡Roadside Assistance services are provided by Cross Country Motor Club, Inc. (in California, Cross Country Motor Club of California, Inc.).

**SERVICE CONTRACTS** Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts ... **the only** Extended Warranty backed by Chrysler Corporation. These service plans are available in a variety of time and mileage combinations to meet your particular driving needs. Ask your dealer for more information or call 1-800-442-2666.

**CHRYSLER FINANCIAL** Chrysler Financial offers a broad range of traditional automotive financing plans and flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and lifestyle. To make your new vehicle even more affordable, you may want to consider Gold Key Lease and Gold Key Plus short-term financing. Our College Graduate Plans, for example, are especially attractive to those just beginning their careers.

**AUTOMOBILITY PROGRAM** Cash reimbursement is available for qualified adaptive driving devices. Ask your dealer to provide you with more information or call the **Automobility**



*In addition to stunning style, Chrysler measures up as no other contemporary car company:*  
**A NEW FAMILY** *Engineering. Roadability. Quality.*  
**FROM CHRYSLER** *Value-retention. And Safety. Those are the criteria applied to shrewd new*

*Chrysler dared to redefine the very architecture of the automobile — with cab-forward and wheels-toward-the-corners original thinking that created spacious interior volume, greater agility on the road, and lent additional grace*



ever stamped in steel. No other luxury  
maker can match this determination  
this excellence of design,  
sheer celebrated pedigree  
Chrysler collection  
automobiles. Welcome.



*What's new in your world?*

*Clockwise from lower left:  
Chrysler LHS, Concorde LXi,  
Town & Country LXi,  
Sebring LXi, Cirrus LXi,  
Sebring JXi Convertible.*

*Synonymous with engineering leadership for seven decades, this  
Chrysler seal embodies the thoughtful design, functional luxury and enduring  
value of the Chrysler collection of refined automobiles.*

*What's new in your world?*

