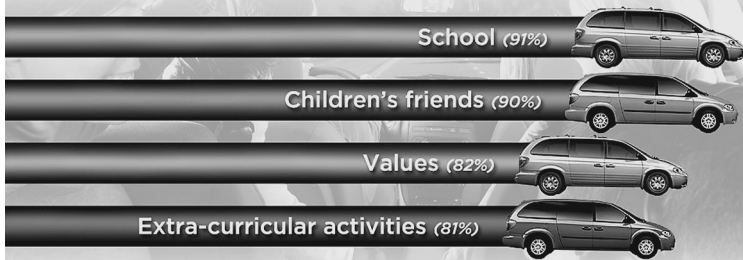


On The Road To A Closer Relationship

What parents talk about when driving with their children:*



* % of respondents answering "sometimes" or "often" to a list of topics.

SOURCE: Chrysler Group/Harris Interactive® Survey



(NAPSA)—American families are cramming more activities into their overscheduled lives, not leaving much time for quality conversations.

In a recent survey conducted by Chrysler Group and Harris Interactive, 56 percent of parents feel they are always on the go.

Searching for solutions to enhance family communications, parents are finding the road to a closer relationship with their children may be enhanced in the family vehicle.

In the recent survey, two-thirds of parents found the family vehicle to be one of the best places to communicate with their children.

Survey results found that nearly 70 percent of parents spend most of their time outside of the house with their children in the family vehicle, spending an average of 1.3 hours in the car every day and taking an average of 5.3 road trips per year. Overwhelmingly, parents use this time to talk to their children about school (91 percent), friends (90 percent) and values (82 percent).

"The study reveals the changing dynamic of family time," said Laura Light, research director of public relations practice at Harris Interactive. "The research shows

that families are taking advantage of the time spent together in a vehicle to open the lines of communication with their children."

According to the research, "knowing how to discuss certain subjects," "being interrupted," and "finding time" are the top three obstacles parents face when attempting to have an important conversation with their children.

"Creating an environment where family members can easily communicate is part of our successful minivan formula," said Christine MacKenzie, vice president, corporate research and reporting, Chrysler Group. "Similar to the kitchen table, we know our minivans are a special place for family communication."

Today's new minivans, such as the new 2005 Chrysler Town & Country and Dodge Caravan, have quieter, more comfortable cabins—more than 16 percent quieter than previous models.

Chrysler Group conducted the study in support of Family Day. Family Day encourages parents to make time to talk and listen to their children whether it be at the family dinner table or in the family vehicle.

For more information, visit www.chryslergroupfamilyday.com.