

CHRYSLER | CALM CABINS

According to the CDC, 1 in 36 children have been identified with Autism Spectrum Disorder (ASD)—a number that continues to climb as perceptions of autism evolve and become more inclusive.

After years of efforts to improve autism awareness, society has finally begun implementing solutions that recognize the growing autism community. “Calm Rooms” (a.k.a. Sensory Rooms) can now be found at schools, offices, hospitals and more, giving those with sensory disorders safe spaces to de-escalate anxiety and recenter their focus.

Traveling to these places, however, remains a notorious challenge. Many children with ASD find road travel stressful and overstimulating—with noise, discomfort and unpredictability being some of the most common factors.

In an Autism Travel survey of 1,000 parents, 97% said they are not satisfied with current travel options for families with autistic individuals and 93% stated they’d be more likely to travel if autism-certified options were available.

Chrysler Pacifica wants all families to enjoy their time on the road. So last April, during Autism Awareness Month, the brand decided to turn autism “awareness” into action, by creating a first-of-its-kind car package that turns any Pacifica minivan into a mobile calm room.

The “Calm Cabin” package was developed in partnership with the Autism Society of America and is now available nationwide. It consists of widely-accepted methods and accessories that create a peaceful, therapeutic environment for children with ASD—meditative lighting and sound therapy, active noise cancellation, weighted blankets, velvet seatbelt sleeves, microfiber squish pillows, seat-back fidget organizer and rear-seat entertainment touchscreens.

The first Pacifica “Calm Cabin” debuted at the NY Auto Show, catching the attention of the autism community, the auto industry and the mainstream media, reaching 700M people and amassing over 265 articles and posts, of which over 99% reflected positive sentiment.

In an era where brands acknowledge communities and social movements with a simple post, Chrysler went the extra mile by creating a mobile sensory experience unlike anything on the road.