

The Dodge Brand Debuts Multicultural TV Campaign for the Hispanic Market

- Inspired by Hispanic telenovelas, 'Secret Door,' will run in Spanish
- Featuring the all-new 2011 Dodge Durango, the new spots take viewers on a mysterious journey
- Consumers can visit <http://www.dodge.com/agarrate/> for more information and view photos of the 2011 Dodge Durango

November 10, 2010, Auburn Hills, Mich. -

The Dodge Brand marks its return to multicultural marketing and advertising with a new TV campaign, "Secret Door," aimed at the Hispanic market. The new TV spots, inspired and played out in the tradition of a Hispanic telenovela, are designed to keep viewers in suspense as they follow a couple on a journey.

"As the Dodge Brand continues to redefine itself and identify our target audience, it is important to include and reach out to the Hispanic market with our marketing and advertising initiatives," said Ralph Gilles, President and CEO - Dodge Brand, Chrysler Group LLC. "Many of the Dodge brand vehicles appeal to this market and it is important that we are at the forefront of their car-buying, decision-making process."

"Secret Door" follows a Hispanic man with a piece of paper in his hand as he makes his way down an alley and eventually enters a nondescript building through an unmarked door. However, the man is unaware that he is being followed by someone in a mysterious black Dodge Journey. Viewers will have to stay tuned to see what happens next.

"The comprehensive marketing and advertising campaign developed is both smart and engaging, and conveys the essence and imagery of the Dodge Brand," said Gilles.

The TV campaign features two 30-second spots, as well as a 60-second spot, which will be broadcast exclusively during the 11th Annual Latin GRAMMY® Awards where the Dodge Brand will serve as the exclusive automotive sponsor.

The Dodge Brand also will be on the green carpet and at the official Latin GRAMMY after-party delivering coverage of Dodge's participation with photos and videos that will be posted live on the Dodge Brand Facebook page (www.facebook.com/dodge) and blog (www.RedLetterDodge.com), and with live tweets from the Dodge Brand Twitter handle (@dodge).

The 11th Annual Latin GRAMMY Awards will be broadcast live on the Univision network, Thursday, Nov. 11 at 8 PM ET/PT.

Consumers can visit <http://www.dodge.com/agarrate/> for more information and to view photos of the all-new 2011 Dodge Durango.

About the all-new 2011 Dodge Durango

The 2011 Dodge Durango, jump starts Dodge back into the sport utility (SUV) segment with a three-row vehicle spacious enough to carry the entire crew and performance-tuned to thrill anyone who truly loves to drive. Durango will lead the Dodge Brand's new product onslaught for 2011.

From its sleek exterior design to its modern, spacious interior, and intelligent, fuel-efficient and powerful powertrain options, the 2011 Dodge Durango is all-new from the inside out. And the changes are more than skin deep. The Durango's stiffened unibody structure is engineered with the driving enthusiast in mind. The end result is a vehicle

that delivers premium driving performance combined with SUV capability and crossover versatility.

About Dodge

Dodge is a full line of cars, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that leave them wanting more.

The Dodge product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10®. Between the end of this year and early next, the brand will fill dealer showrooms with a vast array of new and updated products. The all-new Dodge Durango will lead the charge, followed by the all-new Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>