

Chrysler Brand Launches New Marketing and Advertising Campaign

- Detroit superstar, Eminem, featured in Chrysler Brand's advertising kick-off
- New ad, 'Born of Fire' aired during third quarter of Super Bowl on Fox Broadcasting Co.
- Chrysler brand unveils new tagline, 'Imported from Detroit'
- New ad represents the start of the Chrysler brand's rejuvenation of its entire product lineup

February 5, 2011, Auburn Hills, Mich. -

While many sponsors revealed their advertising plans for Sunday's Super Bowl, the Chrysler brand remained tight lipped to create a stronger impact for the reveal of their new marketing and advertising campaign featuring famous Detroit, Eminem. The brand's new spot, "Born of Fire," features the all-new 2011 Chrysler 200 and reveals the brand's new tagline, "Imported from Detroit."

"Super Bowl advertising is about making a statement and capturing the attention of the audience," said Olivier Francois, President and CEO, Chrysler Brand and Lead Executive for Marketing, Chrysler Group LLC. "Born of Fire" is designed to generate conversation about the brand and the new 2011 Chrysler 200. The spot reflects where the brand is headed and pays tribute to our industrial roots."

The two-minute spot, a Super Bowl first, reveals the new tagline for the brand, "Imported from Detroit." The entire commercial was shot in the city of Detroit using a local cast and crew members.

"The new tagline was created to convey the message that one does not have to cross an ocean to obtain luxury, it's available right here," Francois said.

The Chrysler brand chose internationally known Detroit, Eminem and his song "Lose Yourself" because the lyrics tell us we all have the ability to do anything we set our mind to and that failure is not an option.

"The Chrysler brand, the company and its employees have adopted the principle that failure is not an option," said Francois.

The Chrysler brand kicks off its marketing and advertising campaign this month. The campaign highlights the rejuvenation of the entire product lineup, which includes the new, redesigned and repackaged 2011 200 sedan and 200 convertible, the highly anticipated Chrysler 300 sedan and the innovative Chrysler Town & Country minivan.

Chrysler Group LLC's 16 all-new or significantly-refreshed models, representing 75 percent of its nameplates, are arriving in dealerships in volume.

About the Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology - all at an extraordinary value - since the company was founded in 1925.

Whether it is the groundbreaking, bold design of the Chrysler 300, the "family room on wheels" functionality of the Chrysler Town & Country or the sleek elegant styling of the new 200 mid-size sedan, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country, the fuel-saving Multi-Displacement System (MDS) in the Chrysler 300 and Uconnect phone utilizing Bluetooth technology and voice command on the Chrysler 200.

The Chrysler brand is experiencing a rejuvenation and product is at the heart of it, replacing its full lineup with either all-new or significantly improved vehicles for 2011. The recently introduced new Chrysler Town & Country minivan

and Chrysler 200 sedan showcase the brand's "design with purpose" that will be evident with the-soon-to-be-released all-new, next generation Chrysler 300 and the new Chrysler 200 convertible.

The 2010 Chrysler Town & Country, the best-selling minivan in the United States in 2010, continues to set the standard for the best vehicle to move people and things without sacrificing style. Through the years, Chrysler has introduced 75 minivan-first features. The redesigned 2011 Town & Country offers more than 40 standard safety features including Blind Spot Monitoring and Rear Cross Path detection. Well-equipped and achieving an EPA estimated 17 mpg city and 25 mpg highway, the Town & Country exemplifies elegant design and purposeful features that make the time on the road enjoyable for both driver and passengers.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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