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### New Ads for Chrysler 300 Feature 1917 Poem by Michigan Poet Laureate Edgar A. Guest

- TV and print campaign showcases Detroit and Chrysler's resolve to 'See It Through' the rough times and celebrate a comeback
- Award-winning, luxurious new Chrysler 300 embodies the spirit of hard work as the truest path to success
- TV ad airs nationally Thanksgiving Day during Lions-Packers football game; features metropolitan Detroit neighborhoods and people
- 'Imported from Detroit' message continues to resonate with people nationwide

November 20, 2011, Auburn Hills, Mich. - Words written nearly 100 years ago by a Michigan poet laureate about never quitting or running from adversity are just as true today in capturing the resolve of the people of Detroit and Chrysler to overcome obstacles and prove their best days lie ahead.

Edgar A. Guest's 1917 "See It Through" poem is featured in a new Chrysler 300 television spot and print ads launching Thanksgiving week. The 60-second television spot weaves the luxury, craftsmanship and best-in-class capabilities of the 2012 Chrysler 300 with the hard-working spirit and toughness of the people of Detroit. As the "See It Through" spot proclaims: the new Chrysler 300 is "more than just our flagship" vehicle, it exemplifies the comeback of Detroit and Chrysler.

The spot can be viewed on the Chrysler brand You Tube channel [www.youtube.com/chrysler](http://www.youtube.com/chrysler) and Chrysler brand Facebook page [www.facebook.com/Chrysler](http://www.facebook.com/Chrysler).

"This new ad is a humble thanksgiving nod to everyone who has believed in Chrysler's resurgence," said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. "Year-over-year Chrysler brand sales were up 28 percent last month, the best October sales since 2007, and Chrysler 300 retail sales more than doubled. Chrysler has taken Guest's words to heart, 'seeing it through' with sales growth and award-winning products like the best-in-class 31 mpg 2012 Chrysler 300. The 300 represents so much more than just our flagship vehicle."

The latest spot in Chrysler's "Imported from Detroit" campaign opens with Muddy Waters singing "Mannish Boy." As the song continues in the background, a voiceover recites Edgar Guest's "See It Through" poem as a Chrysler 300 drives through Detroit-area neighborhoods past the people and faces proudly calling Detroit home, including Detroit Lions defensive lineman Ndamukong Suh standing in front of his Chrysler 300. It ends with "The New Chrysler 300. More Than Just Our Flagship" and an "Imported from Detroit" title card.

"The 'Imported from Detroit' message that hard work pays off has resonated nationwide," said Chehab. "Ever since the 'Born of Fire' spot debuted in the 2011 Super Bowl, people everywhere tell us they are proud of what it represents. The campaign captures the spirit of the country in addition to the comeback of the Chrysler brand and Chrysler Group."

#### See It Through poem excerpts

*When you're up against a trouble,  
Meet it squarely, face to face,  
Lift your chin, and set your shoulders,  
Plant your feet and take a brace,  
When it's vain to try to dodge it,  
Do the best that you can do.  
You may fail, but you may conquer –  
See It Through!*

*Even hope may seem but futile,  
When with troubles you're beset,  
But remember you are facing  
Just what other men have met.  
You may fail, but fall still fighting;  
Don't give up, whate'er you do'  
Eyes front, head high to the finish.  
See It Through!*

The "See It Through" spot makes its network television debut Thanksgiving Day, Thursday, Nov. 24, during the nationally televised Detroit Lions vs. Green Bay Packers NFL football game on FOX.

The spot makes its digital debut Monday, Nov. 21, embedded in a Chrysler ad on the [USAToday.com](http://USAToday.com) homepage. Website visitors can watch the commercial and learn more about the Chrysler 300.

Additional elements of the new Chrysler 300 campaign include a Wednesday, Nov. 23, *USA Today* newspaper cover wrap featuring Suh and his Chrysler 300, and a Friday, Nov. 25, two-page *USA Today* print spread featuring the "See It Through" poem, the 2012 Chrysler 300, and images of the Detroit neighborhoods and people in the TV spot.

The campaign was created in partnership with Wieden+Kennedy of Portland, Ore.

#### **About Edgar A. Guest (1881 – 1959)**

Edgar Allen Guest was an English-born American poet popular in the early 20th century and became known as the "People's Poet." His family moved to the United States in 1891 and settled in Detroit, Mich. Guest started his career as a copy boy at the Detroit Free Press and became a reporter three years later. He first covered the labor beat, then the waterfront and police beats. The paper published his first poem in 1898. For the next 40 years, Guest's optimistic poems were syndicated throughout America in nearly 300 newspapers and they have been collected in more than 20 books. He hosted a popular Detroit radio show from 1931 – 1942 and, in 1951, a NBC television series, *Guest in Your Home*. He was named Poet Laureate of Michigan and remains the only poet to have been awarded this title. Guest died in Detroit in 1959.

#### **About the 2012 Chrysler 300**

Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the new 2012 Chrysler 300 series sedans offer world-class technological innovation and quality while delivering stylistic distinction, best-in-class fuel efficiency and premium E-segment sedan features at a legendary value.

Once limited to premium import vehicles costing twice as much, the new segment-exclusive ZF 8HP45 eight-speed automatic transmission expands the world-class power and fuel-efficiency of the 2012 Chrysler 300, 300S (V-6) and 300 Limited models and delivers up to 31 best-in-class highway mpg. And with the most advanced all-wheel-drive system in the E-segment, the all-new Chrysler 300 V-6 AWD models deliver best-in-class city and highway fuel economy (18/27) and even more year-round grand-touring performance.

With more standard equipment than its direct standard full-size segment competitors, the 2012 Chrysler 300 is well-equipped for the individual who is looking for distinctive design, best-in-class seat comfort, 292 horsepower, world-class ride and refinement, and the segment's largest touchscreen infotainment system — Uconnect® Touch — all at an extraordinary value.

Adding an avant-garde appearance to the letter-series flagship sedans, the all-new Chrysler 300S V-6 and V-8 models take the American brand in a new direction with world-class ride and handling, discrete exterior styling elements, contemporary interior materials and state-of-the-art technology features—including the studio quality sound experience of Beats by Dr. Dre technology.

Designed to be the most luxurious Chrysler flagship sedan ever, the all-new Chrysler 300C Luxury Series takes the Chrysler 300C model further, integrating ultra-premium leather – once limited to some of the most exotic Italian luxury cars – with world-class refinement and handling, state-of-the-art safety and connectivity features and the legendary 363 horsepower 5.7-liter HEMI V-8 engine with Fuel Saver Technology.

The vehicle is available with more than 70 safety and security features and was named a Top Safety Pick by the Insurance Institute for Highway Safety (IIHS). The Chrysler brand was named the 'Most Ideal Popular Brand' in AutoPacific's 2011 Ideal Vehicle Awards based on owners' ratings of their 2011 cars and trucks.

The 2012 Chrysler 300 sedan has a U.S. Manufacturer's Suggested Retail Price of \$27,995 (including \$825 destination charge).

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