

Chrysler Brand Takes Home 'Grand Effie' at the North American Effie Awards Gala

May 23, 2012, New York - The Chrysler brand was awarded last night with a "Grand Effie" award for its "Imported from Detroit" campaign. The award was presented to the Chrysler brand at "44th Annual Effie Awards" gala held in New York.

"The 'Imported from Detroit' campaign was more than a commercial; it signified the start of the new Chrysler Group LLC and airing it during the Super Bowl allowed us to share our story with America. We are thankful to all of our consumers for joining us on this journey," said Olivier Francois – Chief Marketing Officer, Chrysler Group LLC. "On behalf of everyone at the Chrysler brand and all of the employees at Chrysler Group we thank the voting jury for this honor."

Partnering agencies Wieden+Kennedy from Portland, Ore and UniversalMcCann from Birmingham, Mich. shared the win with the Chrysler brand.

About Chrysler Brand

The spirit of hard work and the belief that luxury shouldn't be a luxury. Earning your place without forgetting where you're from. Luxury and quality conceived and developed domestically. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2012 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. The 2012 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible — with a power soft or hardtop — offers an open-air experience featuring elegant craftsmanship. The 2012 Chrysler Town & Country minivan is beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow 'n Go® seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country's innovative offerings.

About Effie Worldwide

Effie Worldwide stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the ever-changing marketing industry. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy.

The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.

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