Contact: Dianna Gutierrez
Stellantis

Amy Janzen
BabyCenter
917-209-6819 (office)
amy.janzen@babycenter.com

BabyCenter® Drives Chrysler Brand's 2012 Town & Country Minivan Campaign

- Digital-to-drive campaign showcases cross-platform innovation and highlights the power of Mom in the vehicle purchase process

August 12, 2012, Auburn Hills, Mich. - The Chrysler brand and BabyCenter® LLC, the #1 pregnancy and parenting mobile and web destination worldwide, today announced a partnership to highlight the 2012 Chrysler Town & Country minivan's standard luxury features, quality, and value to millions of moms across the country. Reaching out to both first-time and experienced moms expecting a baby, the partnership delivers unique content, tools, and social outreach programs to spur discussion of the brand as well as dealership visits and vehicle test-drives.

"The partnership with BabyCenter will enable the Chrysler brand to develop a relationship with and garner insight into the hearts and minds of mothers and allow us to engage with BabyCenter's core audience," said Saad Chehab, President and CEO of Chrysler Brand, Chrysler Group LLC. "The 2012 Chrysler Town & Country minivan offers families versatility, luxury, and convenience at a value, and BabyCenter understands how moms research, consider, and ultimately choose a vehicle for their family, making this the right match for the brand."

"To work with such an iconic brand, doing such an innovative digital-to-drive campaign, is exciting for our entire team, " said Mike Fogarty, Group Publisher of BabyCenter. "We've learned throughout our 21st Century Mom Insights Series that not only is Mom the decision-maker on auto purchases, but that critical safety information and the support and consensus of her social network is key to making any decision. We're very happy to have a partner like Chrysler work with us to craft and execute this smart, innovative campaign."

Key program components include:

- Chrysler Car Seat Tool. A car seat is one of the most important purchases a family will make. Choosing a car seat is also a decision that can cause stress and confusion, due to the wide array of products available. This new tool will help educate moms about specific brands and products appropriate for the child's age, height, and weight. The tool also will provide links to additional resources and video demonstrations on how to properly install a car seat.
- Chrysler Drive and Blog. Chrysler partnered with mom bloggers across the country and asked them to spend a week in the 2012 Town & Country and discuss their experience. The campaign will be featured on BabyCenter's leading mom blog and on the company's popular Facebook page and Twitter feed.

About the Chrysler Town & Country
The 2012 Chrysler Town & Country minivan builds upon the dramatic, well-received changes made in the previous model year. Already imbued with innovative technology, unparalleled functionality, classic design, and a long list of standard convenience and safety features, enhancements in refinement make the 2012 Town & Country a true standout in the minivan segment.

All 2012 Chrysler Town & Country models offer over 40 available safety, security, and technology features, providing customers the safety they expect to ensure peace of mind when traveling. Standard safety features include ParkView® rear backup camera, front seat-mounted air bags, a driver-side inflatable knee blocker, advanced multistage driver and front passenger air bags, side-curtain air bags for all three rows, and electronic stability control, including Brake Assist and all-speed traction control. New standard features for 2012 include standard leather seating and rear-seat DVD for all models, Sapphire Blue interior lighting scheme and a class-exclusive leather and wood

heated steering wheel for Limited models.

About Chrysler

The spirit of hard work. Earning your place without forgetting where you're from. 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. Chrysler's 200 sedan inspired the brand's identity: "Imported from Detroit." 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 BabyCenter®

BabyCenter® is the voice of the 21st Century Mom® and modern motherhood. It's the #1 pregnancy and parenting mobile and web destination worldwide, reaching more than 10 million moms monthly in the United States and more than 26 million moms monthly in 22 markets from Australia to India to China. In the United States, 7 in 10 babies born last year were BabyCenter babies. BabyCenter is the world's partner in parenting, providing moms everywhere with trusted advice from hundreds of experts around the globe, friendship with other moms like them, and support that's remarkably right at every stage of their child's development. BabyCenter also works with some of the world's most prominent brands and institutions to provide life-stage marketing solutions and a direct line to highly engaged moms. BabyCenter is a member of the Johnson & Johnson family of companies.

-###-

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