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## **Chrysler Brand Launches ‘Unboxing’ Ad for the New Chrysler 300C John Varvatos Limited Edition**

- World-renowned fashion designer and Detroit-native John Varvatos featured in Chrysler brand's new advertising campaign
- ‘Unboxing’ showcases the new 2013 Chrysler 300C John Varvatos Limited Edition arriving in dealerships this spring
- Spot showcases collaboration between the Chrysler brand and John Varvatos' signature design language for a Detroit-tough attitude.
- Special guest cameo made by Detroit-rocker Iggy Pop

March 21, 2013, Auburn Hills, Mich. - The Chrysler brand continues to build upon signature design and Detroit-born style with a new 30-second commercial titled “Unboxing.” The commercial showcases the world-renowned fashion designer and Detroit-native John Varvatos with the new 2013 Chrysler 300C John Varvatos Limited Edition, and also includes a guest cameo made by Detroit-rocker Iggy Pop. The ad “Unboxing” will air on national and cable networks. “Collaborating with John Varvatos is a true testament to what the Chrysler brand represents, proving that with inspiration, determination and hard work come beautiful things,” said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. “This partnership embodies two brands coming together to deliver unique design, exclusive style and classic refinement.”

“I am excited to continue my partnership with Chrysler, and launch the Limited Edition 300C vehicle that I collaborated on with their world-class design team,” said John Varvatos. “It is a very special and personal automobile that has so many great design details and features. Having my friend Iggy Pop join me in my new commercial just made it even sweeter.”

The spot opens with a delivery truck making its way through the busy streets of New York carrying the Chrysler 300C John Varvatos Limited Edition. A voiceover begins to tell a story about perfection and luxury, stating “to perfect every detail, work with a perfectionist who sweats every detail. If you want to refine a luxury car you’re proud to put your name on, work with a guy whose name is his reputation.”

As the truck makes its way through the streets, you see Varvatos as he awaits the delivery of the finished car to his Bowery store in New York City. After Varvatos inspects the vehicle for the first time, a special guest cameo is made by one of his Detroit friends and collaborators, Iggy Pop, as they drive off in the vehicle together.

To view “Unboxing,” please visit the Chrysler brand Youtube site: <http://www.youtube.com/user/chrysler>

“Unboxing” was created in partnership with Wieden+Kennedy of Portland.

### **2013 Chrysler 300C John Varvatos Limited Edition**

With its unique Phantom Black tri-coat exterior paint and discrete metallic finishes inside and out, the limited-production 2013 Chrysler 300C John Varvatos Limited Edition exudes a Detroit-tough attitude.

Styled after the black with Titanium-finished John Varvatos' cologne bottle, a Titanium-finished grille surround, Titanium Chrome Chrysler “wing” badge and Black Chrome grille blades mimic the foundries that made Motor City

flourish. For a more striking look, an aggressively styled front fascia integrates larger air inlets and features Black Chrome grille blades and Titanium-finished accents. Matching the cologne bottle finish are new 20-inch cast-aluminum wheels, day light opening surrounds and mirror caps finished in Titanium. At the rear, LED taillamps with blackened detail give a more masculine look, while dual-exhaust tips in titanium, and John Varvatos and Chrysler wing deck-lid badges finished in Titanium Chrome complete the look.

Delivering John Varvatos' signature style through a unique combination of dark colors and exotic materials, the Chrysler 300C John Varvatos Limited Edition surrounds its passengers with craftsmanship and an industrious style that could only be "Imported from Detroit." Inside, John Varvatos' logos are proudly debossed on unique Pewter Metallic leather seats and are tailored with unique Diesel Gray and black pattern Varvatos stitching – for a look that is straight out of his fitted-jacket collection. Translated from John Varvatos' latest watch design are a specially designed gauge cluster and clock with Pearlescent White face and Charcoal Black Metallic bezels. Extensive use of exotic Poltrona Frau® black leather with Diesel Gray accent stitching surrounds the bespoke environment, while a hand-stitched heated steering wheel is finished with Diesel Gray thread and Titanium Chrome accents for added detail. Completing the Chrysler 300C Varvatos Limited Edition's interior are Titanium, unique Charcoal Hydrographic Wood and Gloss Black finished interior accents.

The limited-production 2013 Chrysler 300C John Varvatos Limited Edition arrives to Chrysler showrooms in the first-quarter of 2013. Only 2,000 vehicles will be built with each of them being serialized.

#### **About John Varvatos**

Launched in 2000 with a collection of tailored clothing and sportswear, John Varvatos now represents an entire men's lifestyle that includes footwear, bags, belts, eyewear, limited edition watches, men's fragrances, as well as the younger, edgier John Varvatos U.S.A. Collection and Boys' line, as well as Converse by John Varvatos. The designer has been recognized three times by the CFDA with an American Fashion Award for New Menswear Designer (June 2000) and Menswear Designer of the Year (June 2001 and June 2005) and was honored as GQ's "Designer of the Year" in 2007. The collection is distributed in freestanding John Varvatos boutiques across the U.S. — including his famed 315 Bowery boutique in New York City, formerly the seminal underground music club CBGB's — and online, as well as in better department stores throughout the world. John Varvatos can also be seen as a mentor on NBC's "Fashion Star" is currently airing Season 2 from March through May 2013. [www.johnvarvatos.com](http://www.johnvarvatos.com)

#### **About 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 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of the Chrysler 200 Convertible, or the family room on wheels functionality of the Chrysler Town & Country, 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 Fuel Saver Technology in the Chrysler 300 and Uconnect phone utilizing Bluetooth technology on the Chrysler 200 and Chrysler 200 Convertible.

The world-class interior of the Chrysler Town & Country minivan is beautifully crafted with high-quality materials that are soft to the touch, and offers tech-savvy entertainment features and smart storage and seating options including Stow 'n Go® seating with one-touch fold-down function, dual DVD entertainment system, navigation and SIRIUSXM satellite radio with Travel Link making the Chrysler Town & Country the ultimate family vehicle. A 3.6-liter Pentastar V-6 engine is a "Ward's 10 Best Engine" and produces a best-in-class 283 horsepower and is mated to a six-speed automatic transmission with a fuel economizer mode. Town & Country achieves 17 miles per gallon in the city, 25 on the highway.

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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