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B-roll Available: *Employee Pricing Plus* Ad Campaign Featuring Lee Iacocca and Jason Alexander

July 12, 2005, Auburn Hills, Mich. -

Chrysler Group's *Employee Pricing Plus* program offers up to an additional \$3,500 cash allowance on most models. The offer will be advertised in a series of new television ads, the first of which will feature former Chrysler CEO Lee A. Iacocca and comedic actor Jason Alexander, who rekindles Iacocca's famous line, "If you can find a better car, buy it."

New [b-roll package](#) available from the Broadcast Video library at <http://www.thenewsmarket.com/Chrysler> includes:

- TV ads – DaimlerChrysler Employee Discount Program commercials with Lee A. Iacocca.
- Interview – Joe Eberhardt, executive vice president – global sales and marketing, Chrysler Group, regarding the *Employee Pricing Plus* program, the changes in Chrysler's marketing strategy and the savings available in July

For more information, please call Kristin Tyll at 248.512.2656.

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