

Chrysler Brand Puts Election Year Twist on New “Presidential” Marketing Campaign Featuring Actors Martin Sheen and Bill Pullman

- Martin Sheen and Bill Pullman reprise presidential roles in series of television spots
- “Premium to the People” marketing campaign debuts just in time for President’s Day
- Additional television spots in campaign series with Martin Sheen and Bill Pullman will be introduced in coming months
- Campaign’s first two spots “American-est” and “Swerve” feature both the Chrysler 200 and Chrysler 300
- 360-degree campaign to feature television, print, online, social and digital extensions

February 15, 2016, Auburn Hills, Mich. - The Chrysler brand is launching a new campaign “Premium to the People,” featuring actors Martin Sheen and Bill Pullman. The campaign will launch with two commercials – “American-est” and “Swerve” – both featuring the Chrysler 200 and Chrysler 300. The [60-second “American-est”](#) ad will launch online, in addition to the [30-second “Swerve”](#) that will launch across both television and online, today, February 15 (President’s Day). Additional television spots will roll out in the coming weeks and months. A [30-second version of “American-est”](#) debuted across television on Sunday, February 14.

Martin Sheen, known to audiences for his Emmy®-nominated portrayal of President Josiah Bartlett in Warner Bros. Television’s critically acclaimed television series “The West Wing,” and Bill Pullman, known for his role as President Thomas J. Whitmore in the summer movie blockbuster “Independence Day,” reprise presidential roles in a series of new television spots. The first two commercials of the series, featuring Sheen as a “former president” in the 2016 Chrysler 300 and Pullman as a “former president” in the 2016 Chrysler 200, launch in time for President’s Day, Feb. 15. The multifaceted campaign includes TV and print ads, digital and social components.

“ ‘Premium to the People’ conveys the state-of-the-art technology, key safety features, high-grade interiors and beautiful design while staying consistent with the Chrysler brand’s overarching message brought forward since ‘Imported from Detroit,’ ” said Olivier Francois, Chief Marketing Officer, FCA Global. “We salute hard-working American men and women, and believe they have the right to drive a car they can feel proud to have in their driveway.”

The television campaign debuts with two spots:

- “The American-est” ([30-second](#) and [60-second](#)): It’s not just a matter of knowing the issues but also how hard you wave the flag.
- “ [Swerve](#).” When the general election rolls around, there’s only one way to turn.

The “Premium to the People” campaign was created in partnership with Portland-based Wieden+Kennedy.

Bill Pullman returns to the big screen this summer as former President Thomas J. Whitmore in “Independence Day: Resurgence,” opening nationwide in theaters on June 24, 2016.

“The West Wing” and all related characters and elements © & ™ Warner Bros. Entertainment Inc. (s16)

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified

transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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