

PacifiKids "Take Over" Dealership to Sell the All-new Chrysler Pacifica to Unsuspecting Families During Hidden Camera Stunt

- Chrysler brand's PacifiKids take over dealership in California for a day to sell the all-new 2017 Chrysler Pacifica minivan to parents in a way only kids can
- Victorville Motors in California transformed over 2½ days
- Hidden camera stunt launches digital and social campaign featuring Chrysler brand's PacifiKids; the PacifiKids — Harper (age 8), Izzy (age 10) and Miles (age 11) — were first introduced in May by the Chrysler brand as part of its digital and social campaign for the all-new 2017 Chrysler Pacifica
- Video can be viewed on the Chrysler brand's [official YouTube channel](#), in addition to shared content across the brand's [Facebook](#), [Twitter](#) and [Instagram](#) channels
- Consumers visiting www.thePacifiKids.com can enter to win a "Field Trip" or "Extended Test Drives" in the all-new 2017 Chrysler Pacifica by filling out entry forms called "Permission Slips"
- At the end of the six-week digital and social campaign, supported by experiential activations, two consumers will win an all-new 2017 Chrysler Pacifica

October 10, 2016, Auburn Hills, Mich. - Chrysler brand's PacifiKids took over a dealership and ran it for one day, surprising consumers who visited Victorville Motors in California. It was business as usual at the dealership, except that as 12 families came in to shop for an all-new [2017 Chrysler Pacifica](#) they were greeted by the PacifiKids instead of the dealership's adult workforce. With no adults in sight, the PacifiKids — Izzy, Miles and Harper — along with their staff of eight (ages 8 to 13) greeted unsuspecting minivan shoppers and took them through the all-new 2017 Chrysler Pacifica. How did moms, dads and their kids react? The full video can be viewed on the Chrysler brand's [official YouTube channel](#).

"Kids today are influencing their parents' purchasing decisions more than ever, from the clothes they buy, to the music they download, to even the cars they buy. And kids love minivans," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "So we thought, why not let children, the ones who are informing those major family purchases and for whom the Chrysler Pacifica is specifically built, take over a real FCA dealership for one day to show moms and dads why the all-new 2017 Chrysler Pacifica is the best vehicle for their family."

Over the course of two-and-a-half days, Victorville Motors was transformed into the PacifiKids place of business with the goal of striking a fun balance of work meets play. As the dealership doors opened on Sept. 14, 2016, a PacifiKid receptionist greeted one family after the next, immediately sweeping them into a world of child's play. From colorful walls and toys on desks, to beanbag chairs and even a slide leading into a ball pit, every corner of the dealership allowed families the opportunity to discover something unexpected. In all, 12 families visited the dealership that day.

With their experience nearing the end, each family was given a hands-on walk-around of the all-new 2017 Chrysler Pacifica, entertaining both parents and kids with its category-leading features. Guiding them back to the entrance to effectively close the deal, the PacifiKids and their staff of eight waved goodbye as families left with a smile on their face and a new-found appreciation of the exclusive/class-leading features of the Chrysler Pacifica and why the minivan is the best vehicle for a family through their one-of-a-kind dealership experience.

The hidden camera stunt kicks off a six-week long digital and social campaign supported by experiential activations with the PacifiKids for the all-new 2017 Chrysler Pacifica. Consumers in Dallas, Los Angeles and New York can fill out a "Permission Slip" (entry form), which will make one family from each market eligible for a one day "Field Trip"

to videotape their experiences with the minivan and ultimately give them the chance to win an all-new 2017 Chrysler Pacifica. Entry for the ultimate family “Field Trip” ends Oct. 17, 2016.

The three videos captured during the winning families’ ultimate “Field Trip” will be posted on www.thePacifiKids.com on Nov. 12, 2016. Consumers around the country can then vote for the family they think had the best field trip. The family with the most votes will win an all-new 2017 Chrysler Pacifica.

Additionally, consumers nationwide who voted for any of the three “Field Trip” videos will have a chance to win an all-new 2017 Chrysler Pacifica of their own. One voter, randomly selected from all people who cast a vote for any of the “Field Trip” videos, will be awarded the all-new 2017 Chrysler Pacifica. The winning family and the one voter will be announced the week of Nov. 21, 2016.

Consumers across 10 markets (Atlanta, Chicago, Cleveland, Dallas, District of Columbia, Los Angeles, Minneapolis, New York, Phoenix and San Francisco) can also submit “Permission Slips” for a week-long “Extended Test Drive” in the all-new 2017 Chrysler Pacifica. Twenty-one families (two from each market except for Dallas, which will include three families) will be chosen for an “Extended Test Drive.” To enter, visit www.thePacifiKids.com starting Monday, Oct. 10. Entry for the one-week “Extended Test Drive” ends on Oct. 26, 2016. Contest rules can be found at www.thePacifiKids.com.

The Chrysler brand’s hidden camera stunt was conducted in partnership with Mosaic.

The PacifiKids — Harper (age 8), Izzy (age 10) and Miles (age 11) — [were first introduced last May](#) by the Chrysler brand as part of its digital and social campaign for the all-new 2017 Chrysler Pacifica.

Chrysler Brand

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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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