

Dodge Brand's "Wisdom" a Viral Sensation

Video Celebrating Brand's 100th Anniversary Smashes Chrysler Group YouTube Record With More Than 4 Million Views in 24 Hours

April 17, 2014, Auburn Hills, Mich. - The Dodge brand is celebrating its 100th anniversary with a new video starring centenarians, which debuted Thursday, April 16 during the New York International Auto Show and has quickly become a viral hit amassing more than 4,444,714 views in less than 24 hours - surpassing the 24-hour record views previously held by such Chrysler Group iconic Super Bowl commercials as "Born of Fire" (790,258), "Farmer" (542,817), "Whole Again" (321,798), "Halftime in America" (444,420) and "America's Import" (246,603).

Dodge Brand President and CEO Tim Kuniskis revealed the spot as part of the highly anticipated reveals of the brand's all-new 2015 Dodge Challenger and Dodge Charger. The original video went online at 11:30 a.m. EST, with a "Director's Cut" posted at 3 p.m. ET, on April 16 on the brand's social media channels, including Facebook, Twitter and YouTube, and it quickly went viral.

To commemorate the brand's century mark, the ad honors centenarians and celebrates their 100 years, giving them voice to offer hard-earned words of wisdom to viewers: "I want to tell the world what I have learned." "Learn from your mistakes." "Live for now." "Because life is good, you make it good." "There are miracles all around you." As the spot progresses, their words begin to take on more attitude and defiance, as the sounds of an engine roars in the background. "Keep your eyes open and sometimes your mouth shut." "Be Strong." "Don't complain." "Don't always do what you're told to do." "Don't be afraid." "Suck it up!" "Hesitate and you lose!" "Be a bad boy!" "Raise hell!" "Put your pedal to the medal." "Live fast!" "And never, ever, forget where you came from."

"You learn a lot in 100 years," says on-screen copy, as a 2015 Challenger screeches out of the frame. "Dodge. Born 1914."

"This video shows the power of storytelling and human connection at its best," said Olivier Francois, Chief Marketing Officer of Chrysler Group LLC. "It has aired online only, without television or print support, and has already smashed records, reaching more than 4 million viewers in less than one day. There is no other brand that could do 'Wisdom' because there's only one Dodge. It has a DNA that's just not like the others. And, like the centenarians featured in this video, it's got 100 years of attitude behind it."

The video is also in the running for *Adweek's* Top 5 Commercials of the week. Viewers can vote here: <http://www.adweek.com/news/advertising-branding/adweeks-top-5-commercials-week-april-11-18-157091>

Click here to view the videos:

Director's Cut: <http://youtu.be/-ncjRfmYFu4>

Original: <http://youtu.be/uKoTpcs8ip8>

Dodge//SRT

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower

Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

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