

Comedians and Actors Craig Robinson and Jake Johnson Star in New Advertising Campaign for the Dodge Dart

- Humorous 'Don't Touch My Dart' campaign tells story of a neighbor's pride and respect for his new Dodge Dart, and his friend's relentless desire to touch it
- Nearly two dozen broadcast and digital spots of varying lengths will air, including several running on CollegeHumor.com through an exclusive partnership
- Campaign kicks off this week with spots airing on major networks as well as online at www.DontTouchMyDart.com

August 5, 2014, Auburn Hills, Mich. - Comedians and actors Craig Robinson ("Hot Tub Time Machine 2," "Mr. Robinson" and "The Office") and Jake Johnson ("New Girl" and "Let's Be Cops") team together for the first time in a new Dodge Dart advertising campaign called "[Don't Touch My Dart](#)," that launches this week.

Using trademark Dodge brand humor and attitude, the campaign follows two neighbors — Robinson, who owns a new Dodge Dart, and Johnson, who wishes he did. Throughout the broadcast and digital videos, the playful duo act out a storyline of pride, respect and envy. Robinson is happy for his friend Jake to look at his car and talk to him about it, but the moment Jake tries to touch it, Robinson becomes very protective, quipping "Don't touch my Dart."

"For the youthful mindset that is our Dart target, we will share fun and engaging stories about a highly protective Dart owner and the untouchable status of his prized possession, his beautiful new Dart," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "Throughout each chapter in the story the audience will learn about Dart's key product advantages and innovative features. At the end of the day our objective is to educate, drive awareness and ultimately support sales. Craig (Robinson) and Jake (Johnson) deliver that while maintaining the essence of the Dodge brand spirit, character and full-of-life attitude."

Nearly two dozen variations of 5-second TV billboards and 15- and 30-second commercials were created for broadcast and digital use. The first 30-second spots, "Garage Door – Mmmm," "First Scratch – Too Precious" and "Voice Touching," begin airing this week on CBS' "Mike and Molly" and "Under the Dome" (Aug. 4), ABC's "NY Med" (Aug. 7), NBC's "America's Got Talent" (Aug. 10) and at www.DontTouchMyDart.com.

The debut television spots include:

- "[Garage Door – Mmmm](#)": In the campaign's introductory spot, no one can touch Craig Robinson's new Dodge Dart. Not even his best friend/neighbor, Jake.
- "[First Scratch – Too Precious](#)": Some people say that you can't enjoy your new car until you get the first scratch out of the way. In this spot we learn Craig Robinson is not one of those people.
- "[Voice Touching](#)": This spot attempts to answer the age-old question: "Can you touch a car with your voice?" as Robinson accepts an incoming call from Jake on the Dart's 8.4-inch Uconnect touchscreen media center.

Additional spots will roll out in the coming weeks and air on various network and cable entertainment, sports and news programs. Dodge also is partnering with CollegeHumor.com for exclusive airing of several "Don't Touch My Dart" ads that are suitable for a more mature audience.

Later in the month, DontTouchMyDart.com will transform into an interactive YouTube experience where people will find out first-hand what happens when they try to touch Craig Robinson's brand new Dodge Dart.

Some of the spots feature original music composed by Robinson.

The campaign was created in partnership with Portland, Ore.-based independent advertising agency, Wieden+Kennedy.

About Dodge Dart

The Dodge Dart redefines performance with an agile, fun-to-drive experience, compliments of its Alfa Romeo roots. It's crafted with high-quality materials and loaded with state-of-the-art technology and class-leading safety features. The Dart GT model builds on that foundation and offers attributes compact car buyers appreciate, such as a 2.4-liter engine with 184 horsepower, a sport-tuned suspension, available hyper black 18-inch aluminum wheels, along with class-exclusive features like an 8.4-inch Uconnect touchscreen media center and LED racetrack taillamps. The Dart provides drivers with the ultimate combination of power, efficiency, technology and style, all for a starting U.S. MSRP of just \$16,495 (excluding \$995 destination). It is built in the United States in the Chrysler Group's Belvidere Assembly Plant in Belvidere, Ill.

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 where they compete.

Dodge drives forward as a pure performance brand, offering SRT Hellcat versions of the Dodge Challenger, Dodge Charger and Dodge Durango, as well as an R/T plug-in hybrid electric vehicle (PHEV) version of the all-new 2023 Dodge Hornet, representing the brand's first-ever electrified performance vehicle. Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock; the 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world; and 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. Combined, these four muscle vehicles make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2022, the Dodge brand ranked No. 1 in the J.D. Power [APEAL Study](#) (mass market), making it the only domestic brand ever to do so three years in a row. In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power [Initial Quality Study](#) (IQS).

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