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## New Multicultural Marketing Campaign for All-New 2015 Chrysler 200 Features Actor Gael García Bernal

- Actor Gael García Bernal appears in series of four commercials for the Chrysler brand
- Multicultural marketing campaign debuts on television on Wednesday, March 4
- Story is anchored on the message: "*Why choose ordinary when you can have extraordinary?*"
- Key multicultural partners include Telemundo and Univision
- Chrysler brand will be presenting sponsor of Telemundo's new season's *La Voz Kids* (debuting March 16)

March 4, 2015, Auburn Hills, Mich. - The Chrysler brand launches a new multicultural marketing campaign today for the all-new 2015 Chrysler 200 this week, featuring acclaimed actor Gael García Bernal (Amores Perros, Y Tu Mamá También, The Motorcycle Diaries). The campaign, debuting Wednesday, March 4, consists of four national television spots across U.S. Hispanic media – one :60 and three :30 commercials – and also includes digital and social initiatives. Key partners for the Chrysler brand include Univision and Telemundo, for which the brand will be a presenting sponsor of *La Voz Kids*,the number one show for family co-viewing in all of broadcast, regardless of language, on Telemundo. The first spot, "Kid, You're Not Me," can be viewed here: http://youtu.be/YQSDvuOPqWs.

In the first of the four-spot series, Gael steps into his 2015 Chrysler 200 and finds a young boy sitting in the car who claims to be Gael, visiting from his past. Right away, the boy starts telling Gael to do something different with his life in order to achieve his hopes and dreams. At first Gael is confused, but then realizes that the boy, whose name is Paquito, has mistaken him for his neighbor, Paco, from across the street. After catching a glimpse of his "real" future self, Paquito is inspired to leave ordinary behind and go someplace new with Gael.

"This campaign's unique creative uses humor, cultural cues and the spirit of individuality to capture our millennial audience's attention, and its charm rests squarely on the enormous appeal of Gael, one of the premier Hispanic actors of his generation," said Olivier Francois, Chief Marketing Officer, FCA - Global. "The episodic storyline focuses on Gael and Paquito's endearing relationship while at the same time authentically introduces consumers to the 2015 Chrysler 200 and its class-leading features, including smart technology, advanced manufacturing and quality, and distinctive design."

The campaign introduces Hispanic consumers to the all-new 2015 Chrysler 200, giving viewers a close-up view of the Chrysler brand's class-leading advancements. The story is anchored on the message, "Why choose ordinary when you can have extraordinary?", and supported with "Un Modelo a Seguir" – a nuanced phrase that in Spanish conveys positive messages such as something that inspires and/or something to pay attention to or follow. (It translates literally to "A Model to Follow," which in the spot refers as much to the Chrysler 200 as it does to Gael García Bernal).

The Chrysler brand campaign was created in partnership with Lopez Negrete.

**About the Chrysler 200**

The all-new 2015 Chrysler 200 is where exquisite style meets exceptional performance. The Chrysler 200 leapfrogs expectations for a mid-size car with an elegant exterior design, a thoughtful, beautifully crafted interior and an exceptional driving experience complements of a segment-first nine-speed automatic transmission and an Alfa Romeo-based chassis. With highway fuel economy of up to 36 miles per gallon; the most available safety and

security features in the segment with 60; an available, best-in-class all-wheel drive system; easy-to-use, state-of-the-art technology and a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just $21,700, the all-new 2015 Chrysler 200 is a car that customers will be proud to own, at a price they will appreciate. The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan.

**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.

Chrysler is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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