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'Drive Proud' Advertising Campaign Debuts for the 2015 Chrysler 300

- Narrated by Peter Dinklage ("Game of Thrones"), the new 60-second anthem spot launches nationally beginning Thursday, April 9
- Campaign celebrates success through hard work across all walks of life
- Those featured include Becky Hammon (assistant coach, San Antonio Spurs), Alexis Ohanian (cofounder of Reddit), Phil Ivey (professional gambler/entrepreneur), Kwaku Alston (photographer) and Caroline Styne (restaurant owner), among others
- Campaign is supported by additional broadcast, print and digital executions

April 9, 2015, Auburn Hills, Mich. - The Chrysler brand debuts a new advertising campaign today for the 2015 Chrysler 300. Narrated by Peter Dinklage ("Game of Thrones"), the “Drive Proud” campaign celebrates the Americans who have earned their success, from entrepreneurs and small-business owners to self-employed contractors, designers and artists. The 60-second launch spot, titled “ The Kings & Queens of America,” begins airing tonight.

“The Chrysler brand celebrates the entrepreneurial spirit of Americans who refuse to give up, dedicate themselves to a craft and have the guts to turn dreams into reality,” said Olivier Francois, Chief Marketing Officer, FCA – Global. “Our latest homage to the relentless and proud is ‘The Kings and Queens of America,’ where we recognize nobility not as a birthright but an earned designation. Because meaningful success doesn’t appear magically on a silver platter; it is earned and should be rewarded. The crown jewel in this case being the new Chrysler 300 – a car crafted with them in mind.”

Those featured in the campaign include Becky Hammon (first full-time female NBA assistant coach); Alexis Ohanian (tech entrepreneur/Reddit cofounder); Mercedes Yvette (jewelry designer/The Gilded Fox); Lynn Le (founder of sportswear company Society Nine); Caroline Styne (restaurant owner); Nolen Niu (furniture designer/Nolen Niu Inc.); Avi Brosh (hotelier); Kwaku Alston (photographer); Andrew Sasson (hotelier); Tiffany Schrade (jewelry designer); Smith Henderson (novelist); Phil Ivey (professional gambler/entrepreneur); and Shawn Williams (martial arts studio owner/instructor).

For exclusive, behind the scenes content with the stars of "The Kings & Queens of America, " including Becky Hammon, Phil Ivey and Alexis Ohanian, visit Chrysler on Twitter (www.twitter.com/chrysler) and Facebook (www.facebook.com/Chrysler).

Three additional 30-second television spots for the “Drive Proud” campaign will roll out later in the month and highlight key Chrysler 300 attributes, including 363 horsepower and best-in-class AWD technology, making the 300 the most luxurious vehicle in its class.

The campaign, which will run April through June, will be supported by digital and print extensions and was created in partnership with independent advertising agency Wieden+Kennedy Portland.

About the 2015 Chrysler 300
Building on the success of the Chrysler 300 sedan’s lifestyle driven models, the lineup has been revamped for 2015 with four highly equipped models: 300 Limited, 300S, 300C and 300C Platinum.

About Chrysler Brand
The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and

technology all at an extraordinary value since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the simple elegance and extraordinary driving experience of the all-new 2015 Chrysler 200 or the family-room-on-wheels functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the innovative center console with pass through storage and sliding cup holders in the 2015 Chrysler 200, the industry-exclusive Stow 'n Go® seating and storage system on the Chrysler Town & Country and the fuel-saving Fuel Saver Technology in the Chrysler 300.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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