

## Chrysler Brand Debuts “Street Smarts” Web Series for the All-new 2017 Chrysler Pacifica

- Seven short-length videos, “Street Smarts” hosted by Jim Gaffigan, put the spotlight on the competitive features of the all-new 2017 Chrysler Pacifica
- Digital and online series is an extension of the Chrysler brand’s “Dad Brand” campaign featuring Jim Gaffigan

July 20, 2016, Auburn Hills, Mich. - The Chrysler brand launched a new digital and online “Street Smarts” campaign this week, which puts a competitive focus on the features and benefits of the all-new 2017 Chrysler Pacifica. The campaign, a digital and online extension of the brand’s “Dad Brand” campaign starring Jim Gaffigan, leverages the class-leading features of the Chrysler Pacifica against its key competitors. The seven “Street Smarts” videos can be viewed [here](#). The videos will also be posted across the brand’s social channels, including Facebook, Twitter and Instagram.

“Our new ‘Street Smarts’ web series is a natural extension of our ‘Dad Brand’ marketing campaign, and patently demonstrates how the all-new 2017 Chrysler Pacifica outsmarts the competition with its unprecedented total of 115 innovations and class-exclusive features,” said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “With an unsurpassed level of attention to detail, quality and family functionality, the all-new 2017 Chrysler Pacifica is a vehicle that provides owners with endless possibilities for days spent on the go, while secretly enjoying the envy of your neighbors as it holds court in your driveway.”

[Stow ‘n Go® | Chrysler Pacifica | Street Smarts](#) – “Heavy Lifting:” Sure, you can say that the time you’ve spent sweating to pull the back-row seating out of that other minivan counts as “gym” time, but honestly, wouldn’t you rather just “Stow n’ Go”? Its easiness will amaze you. Seriously.

[Stow ‘n Vac™ | Chrysler Pacifica | Street Smarts](#) – “Cookie:” Under the expert tutelage of Jim Gaffigan, Chrysler Pacifica owner Roger learns about the “hidden perks” of the Stow ‘n Vac™ powered by RIDGID®.

[Second Row Easy Tilt Seating | Chrysler Pacifica | Street Smarts](#) – “Flying Seat:” What do you call a backseat that’s ridiculously easy to tilt? That’s right ... “awesome.” Check out the magic of second-row EasyTilt Seating — and the “non-magic” of the competition.

[ParkSense® Rear Park Assist | Chrysler Pacifica | Street Smarts](#) – “Grandpa Words:” Parents are always on the go. And sometimes we’re so busy going, we forget to stop. Fortunately, the available ParkSense® Front & Rear Park Assist System with Stop has your back. Unfortunately, the competition doesn’t.

[Hands-Free Sliding Door | Chrysler Pacifica | Street Smarts](#) – “Coach Kicks:” Parents always have their hands full. Thanks to the hands-free sliding doors on the all-new 2017 Chrysler Pacifica, Jim Gaffigan and his fellow dads look like all-stars. The competition, on the other hand, literally falls short.

[Uconnect® Theater | Chrysler Pacifica | Street Smarts](#) – “Backseat Arcade:” Back in the old days, we made our own fun. And you know what? It wasn’t nearly as fun as the fun in the Uconnect® Theatre. Just being honest.

[Panoramic Sunroof | Jim Gaffigan Street Smarts | Chrysler Pacifica](#) – “Sweet Relief”: Jim Gaffigan may not look like a rugged outdoorsman—mainly because he’s not. But he does have a special love of the tri-pane panoramic sunroof. And who can blame him?

The Chrysler brand campaign was created in partnership with SapientNitro.

The all-new 2017 Chrysler Pacifica, available in dealerships now, has amassed multiple automotive awards since its arrival, including “Award for Design Excellence – Production Truck” (Eyes On Design), “10 Best Interiors List for 2016 (WardsAuto World), “Best Family Fun Finder” (Detroit News Readers' Choice Awards), “Family Car of Texas, Minivan of Texas and Best New Interior” (Texas Auto Writers Association' Texas Auto Roundup), “Overall Best Family Car and Best Value Family Car” (Greater Atlanta Automotive Media Association), and “Winner, Affordable Panoramic category, Topless in Miami” (Southern Automotive Media Association).

### **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.

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