

She's Back! Actress Kathryn Hahn Reprises Her Mom Role in New Multimedia Marketing Campaign for the Chrysler Pacifica and Pacifica Hybrid

- New Chrysler campaign "No Matter How You Parent: Pacifica" stars actress Kathryn Hahn ("Bad Moms," "We're The Millers") for the Chrysler Pacifica and will span across television, digital and social media, including Chrysler brand's [Facebook](#), [Twitter](#) and [Instagram](#) channels
- Campaign humorously pays homage to today's modern parents and unique parenting styles
- " [School Drop-Off](#)" debuts via broadcast on Monday, Feb. 17; all videos are now viewable on the Chrysler brand's [YouTube](#) channel
- Full campaign follows Big Game sneak peek digital spot "[Big Game Thoughts](#)"

February 4, 2020, Auburn Hills, Mich. - The Chrysler brand has teamed up once again with actress Kathryn Hahn as the star of a new advertising campaign for the [Chrysler Pacifica](#) and [Pacifica Hybrid](#) where she reprises her role as mom to highlight the various styles of parenting. The multimedia series will span across television, digital and social media, including Chrysler brand's [Facebook](#), [Twitter](#) and [Instagram](#) channels. The "[School Drop-Off](#)" video will launch via broadcast on Monday, Feb. 17. All videos can be viewed now via the Chrysler brand's [YouTube](#) channel.

"The Chrysler brand recognizes there are many different ways to parent, and a style that works for some may not work for others," said Marissa Hunter, Head of Marketing, FCA - North America. "As one of television and film's most multifaceted actresses and a friend of the Chrysler brand, who better than Kathryn Hahn to partner with us in our all-new 'Mom Personas' campaign to demonstrate how the Pacifica and Pacifica Hybrid are fun, versatile and responsible vehicles built to support all parents and their unique lifestyle demands."

"Working on this campaign and bringing each of these personas to life was such a fun experience," said Kathryn Hahn. "The campaign has a great way of gently poking fun at the many ways people parent as a way to embrace them all and that there is no right or wrong way."

The campaign "No Matter How You Parent: Pacifica" was created in collaboration with Hahn and her husband, actor and screenwriter Ethan Sandler. In the campaign, Hahn portrays multiple parent personalities, confirming that regardless of one's parenting style, all moms and dads really want is what is best for their children. Hahn and her husband drew inspiration from their own experiences to create authentic characters and relatable parenting situations, whether environmentally conscious, social media obsessed, or leader of a sports team or scout group.

As the brand that invented the original family vehicle more than 35 years ago, Chrysler Pacifica provides an unprecedented level of functionality, versatility, technology and bold styling to make life on the road a little easier.

"[School Drop-Off](#):" to run across television, digital and social

"[Chrysler Pacifica Hybrid](#):" to run across digital and social

"[Social Mom's Phones](#) .:" to run across digital and social

"[Social Mom's Camera](#) .:" to run across digital and social

"[Social Mom's Screens](#) .:" to run across digital and social

"[Cool Mom's Lingo](#) .:" to run across digital and social

"[Cool Mom's Speakers](#) .:" to run across digital and social

"[Cool Mom's Leather](#):" to run across digital and social

"[Big Game Thoughts](#):" to run across digital and social

The Chrysler brand created the campaign in partnership with Doner.

Chrysler Pacifica/Pacifica Hybrid

The Chrysler Pacifica and Pacifica Hybrid reinvent the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. Re-engineered from the ground up on an all-new platform, the Pacifica delivers class-leading gasoline and hybrid powertrains to the minivan segment. The Pacifica Hybrid takes this revolutionary vehicle a step further with its innovative, advanced hybrid powertrain. It's the first and only electrified vehicle in the minivan segment and achieves more than 80 miles per gallon equivalent (MPGe) in electric-only mode, has an all-electric range of more than 30 miles and a total range of more than 500 miles. With more than 100 available safety and security features, the Uconnect Theater rear-seat entertainment system, available 4G Wi-Fi and a full array of comfort and convenience technologies, the Chrysler Pacifica has earned its spot as the most awarded over the last four years, with both the Pacifica and Pacifica Hybrid serving as no-compromise minivans ideally suited for today's families.

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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