

Chrysler Brand Launches Athleisure Merchandise Collection Inspired by Stellantis North America Designer

- New Chrysler brand [Athleisure Merchandise Collection](#) includes comfortable yet versatile apparel for men and women designed for the Chrysler consumer who is always on the go
- Unique collection created in collaboration between merchandising team and Winnie Cheung, Stellantis chief designer – advance studio
- Eight-piece collection to include hoodies, long sleeve T-shirts, leggings, zip-up jacket and a Chrysler-branded canteen

August 23, 2022, Auburn Hills, Mich. - With summer excursions and activities in full force, the Chrysler brand has launched a new Athleisure Merchandise Collection. The unique collection was created in collaboration between the Stellantis licensing and merchandising team and Winnie Cheung, chief designer – advance studio, Stellantis.

“The Chrysler brand has always been about ingenious style and functionality with a focus on providing solutions to make things easier for our customers’ busy lifestyles,” said Chris Feueller, Chrysler brand chief executive officer – Stellantis. “This special collaboration truly embodies what the brand represents with the ultimate goal of creating high quality and modern products that enable consumers to be comfortable while on the go, with practical sophistication.”

Wanting to provide a larger platform that showcases the talent that goes beyond vehicle design, the Chrysler Athleisure Merchandise Collection is the third collaboration initiated by the Stellantis licensing and merchandising team with the product design office. Previous collections include merchandise for both the Dodge and Jeep® brands that were inspired by Stellantis North America designers.

The Chrysler Athleisure Merchandise eight-piece collection includes hoodies, long sleeve T-shirts, leggings, zip-up jacket and a Chrysler-branded canteen.

“My inspiration for the Chrysler Athleisure Collection stems from my real-life experience as full-time mom and employee,” said Cheung. “The aesthetic of this collection is simple, modern with a versatile approach, allowing consumers to be chic, comfortable and effortless in their everyday lives.”

Chrysler brand Athleisure Merchandise Collection available now at www.collection.chrysler.com/chrysler/collections/athleisure.html

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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