

## Chrysler Brand Debuts “Ready to Take on the World” Advertising Campaign for the All-new 2015 Chrysler 200

- New marketing campaign touting the craftsmanship, performance and safety of the all-new 2015 Chrysler 200 launches on Sunday, Oct. 26
- Creative consists of four 30-second commercials, each with unique story telling, speaking to attributes of the all-new Chrysler 200 and featuring music by The Roots (“The Fire”)
- Campaign to also include print, digital and social extensions
- Campaign is a progression of “Imported from Detroit” and “America’s Import” story arc

October 27, 2014, Auburn Hills, Mich. - The Chrysler brand debuted its unique “Ready to Take on the World” advertising campaign for all-new 2015 Chrysler 200 this weekend (10/26). The integrated campaign launched with three 30-second commercials running across television (national broadcast and cable) and online over the weekend. A fourth 30-second spot will debut in November. The campaign also includes print, digital and social extensions.

The spots use subtle humor with visual and musical cues, in addition to narration in three different languages – Japanese, German, Swedish – to drive home the campaign’s focus on craftsmanship, performance and safety. As the all-new 2015 Chrysler 200 is presented in full frame, the narration shifts from the native speaker to an English voice-over introducing the all-new Chrysler 200.

“In 2011, we made a promise with ‘Imported from Detroit,’ and in 2014, we set an expectation with the all-new 2015 Chrysler 200 as ‘America’s Import.’ Our story has evolved from ‘Detroit is back’ to ‘America is back’ to now America is ‘ready to take on the world,’” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. “With the all-new Chrysler 200, we’ve made a car that feels, looks and drives as competitively and competently as any import, but is built in the USA. So why not speak to the attributes of the car that one might associate with a particular country, whether Japan, Germany or Sweden, and put a unique twist on it that will make consumers not just sit up and take notice but also question what they see and hear, and ultimately, what they believe is possible from an American made automobile.”

“The all-new 2015 Chrysler 200 symbolizes the Chrysler brand’s commitment to building a world-class vehicle that strives for unparalleled quality, performance, safety and technology,” said Al Gardner, President and CEO – Chrysler Brand. “From the all-new plant built to manufacture an all-new car, the Chrysler 200 has been reinvented from the ground up, setting an expectation for consumers of what to expect from the brand in the years to come.”

Broadcast and online spots include:

- “[Japanese Quality](#),” with its focus on craftsmanship, was filmed in Detroit using textural elements within the city that might appear to be part of the landscape of Japan.
- “[German Performance – Autobahn](#)” and “[German Performance – Three Times](#),” highlighting superior performance, was filmed in Seattle at night in an homage to Germany’s iconic Autobahn.
- Launching on television in November, “Swedish Safety,” showcasing a car designed to help keep passengers out of harm’s way, was filmed in both San Francisco and Seattle, and mirrors the fjords and sea typical of the Swedish landscape.
- The commercials all feature the music “The Fire” by The Roots during their closing frames.

In order to build the all-new 2015 Chrysler 200, the Chrysler brand went back to the drawing board and rebuilt everything – even the factory that makes it. As the highly anticipated, all-new 2015 Chrysler 200 continues to arrive at dealerships across the country, the Chrysler brand recently launched the [Chrysler 200 Factory Tour](#) experience with

[Google Maps Business View](#), giving consumers a first-of-its-kind look inside the auto-making process. The virtual tour, with 360-degree interactive films and photography, allows users to get up close to aspects of the assembly process, taking them inside the 5 million square feet of the Sterling Heights Assembly Plant (SHAP) in Michigan.

Nearly \$1 billion was spent to prepare the facility to play an integral role in the production of the all-new 2015 Chrysler.

The Chrysler brand's "Ready to Take on the World" campaign and Chrysler 200 Factory Tour were created in partnership with independent advertising agency Wieden+Kennedy Portland.

### **About Chrysler 200**

The all-new 2015 Chrysler 200 debuts the new "face of Chrysler." The grille and headlamps are integrated for the first time, and the updated Chrysler badge has an emphasis on the wing, which is more defined. The available full-LED daytime running lamps (DRL), LED fog lamps and standard LED tail lamps give the All-New Chrysler 200 a distinctive, recognizable look coming and going.

The 2015 Chrysler 200 debuts a beautiful exterior design featuring the new "face" of the Chrysler brand – a thoughtful, exquisitely crafted interior and an exceptional driving experience, complements of a segment-first nine-speed automatic transmission and an Alfa Romeo-based chassis. The all-new Chrysler 200 provides the choice of two world-class engines, an innovative all-wheel-drive system, available sport mode and paddle shifters for an engaged driving experience, and an EPA estimated highway fuel economy of 36 miles per gallon (mpg) with a 2.4L engine.

The all-new 2015 Chrysler 200 offers the most available safety features in the mid-size sedan segment, and state-of-the-art, easy-to-use technology that keeps drivers and passengers connected. With a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just \$21,700 (excluding \$995 destination and tax, title and license).

### **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 a full battery-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler invented 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 in electric-only mode, 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.

The Chrysler 300 lineup delivers on the brand's promise of accessible luxury, with iconic and elegant design, world-class performance, efficiency and quality. Commemorating the legendary 1955 Chrysler C-300, the 2023 Chrysler 300C offers the very best of both luxury and performance, including advanced engineering, smart technology and exclusive styling inside and out.

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