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Chrysler Brand Creates Powerful 'Road to Greatness' Commercial That Reminds Us Integrity Still Matters

New 30-second and 60-second spots feature Miguel Cabrera

October 11, 2013, Auburn Hills, Mich. - The Chrysler brand launched a new television commercial,titled "Road to Greatness," which will air during Major League Baseball's upcoming American and National League Championship Series, as well as the World Series. The spot features Miguel Cabrera, MLB's first Triple Crown winner in over 40 years and the reigning American League Most Valuable Player.

"In the new advertising, Cabrera reminds viewers that even if you're heralded as the best pure hitter of your generation, you can never be complacent in your pursuit of perfection," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC.

The commercial illustrates the journey youth baseball players must take if they aspire to greatness on the field, by paralleling Cabrera's hard work and dedication as he hones his craft. #NoShortcuts

This spot is a continuation of the narrative around Detroit and its hometown heroes, who have always been a catalyst for change and had a profound impact on American culture. The same can be said for the Chrysler brand's approach in striving to build the world's greatest cars, and taking pride in being "Imported From Detroit."

"Road to Greatness" was created in partnership by full-service advertising agency, Doner.

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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