

Chrysler and Jeep® Brands Air Videos “America’s Import” and “Restlessness” During Super Bowl XLVIII

- Chrysler brand commercial features iconic American singer/songwriter Bob Dylan, who narrates apologue that celebrates "America's Import"
- Chrysler brand commercial introduces “America’s Import” tagline specific to the all-new 2015 Chrysler 200 #AmericasImport
- Jeep® brand debuts “Restlessness” for all-new 2014 Jeep Cherokee; commercial speaks to the global human spirit and desire to “Go. Run. Act. Find. Dare.” #StayRestless

February 2, 2014, Auburn Hills, Mich. - Today, the Chrysler and Jeep® brands each introduced new commercials during Super Bowl XLVIII. The commercials appeared during halftime (Jeep brand) and third quarter (Chrysler brand) of the game.

Chrysler Brand’s “America’s Import”

The two-minute commercial reveals the new “America’s Import” tagline for the all-new 2015 Chrysler 200. It features legendary American musician/singer/songwriter Bob Dylan – who in a collaborative first for the artist – not only appears in the commercial and provided one of his tracks, “Things Have Changed,” but also narrates the apologue that celebrates "America's Import."

The commercial features gritty, industrial imagery from Detroit, providing glimpses of the men and women from past and present committed to building world class automobiles – including footage at Chrysler Group’s renovated Sterling Heights Assembly Plant (SHAP) – interspersed with bold American imagery covering the nation’s most iconic paved roads, beaches, diners and other well-known personalities including Dylan himself (past and present), James Dean, Julius Erving and Marilyn Monroe.

The spot also features footage of Dylan filmed in the greater Los Angeles area, in the new Chrysler 200, and in iconic surroundings suggested by the songwriter, including the Bradbury Building (the city’s oldest landmarked building).

In the commercial, Dylan echoes an honest, pure and poetic recant of America’s can-do spirit, admiring, and celebrating the role the automobile and those who make it have played in its history. Narration includes the following:

“America’s Import”

Is there anything more American than America?

‘Cause you can’t import original.

You can’t fake true cool.

You can’t duplicate legacy.

Because what Detroit created was a first

and became an inspiration to the... rest of the world.

Yeah...Detroit made cars. And cars made America.

Making the best, making the finest, takes conviction.

And you can’t import, the heart and soul, of every man and woman working on the line.

You can search the world over for the finer things,

but you won’t find a match for the American road

and the creatures that live on it.

Because we believe in the zoom,

and the roar, and the thrust.

And when it’s made here, it’s made with the one thing

you can't import from anywhere else. American...Pride.
So let Germany brew your beer,
Let Switzerland make your watch,
Let Asia assemble your phone.
We...will build...your car.

Viewers can keep up with the excitement by following #AmericasImport on Twitter and Instagram. The broadcast commercial can be viewed at the [Chrysler brand's official YouTube](#) site.

The Chrysler brand's "America's Import" was created in partnership with Global Hue's offices in both New York and Detroit.

Jeep Brand's "Restlessness"

The sixty-second "Restlessness" continues the all-new 2014 Jeep Cherokee launch and the brand's "Built Free" advertising campaign which launched in October 2013. Dimensionalized through the lens of those who embrace a restless spirit, coveting what life has to offer in a continuous pursuit of adventure, the commercial furthers the story of those who refuse to sit still. Set to breathtaking footage, the commercial captures the Jeep Cherokee as it is juxtaposed with vibrant images of humanity that illustrates the simple yet impactful moments that the restless seek. The narration begins with:

Are you among the restless many?
Each tick of the old clock,
a reminder, that stillness is what actually kills us.
When the walls close in, do you climb out?
When the road ends, do you go on?
Restlessness starts with an itch.
And ends in progress.
It is your ambition refusing to be bottled up.
Begging for a little blue sky time.
Genetics have a voice that you can only deny so long.
They scream "GO. RUN. ACT. FIND. DARE."
Where you go when you have the itch is free will.
How you get there, is why we made the new Cherokee.

The Jeep brand, in creating a conversation with consumers, reiterates an important question from the spot, are you among the restless many? It invites them to celebrate their "Restless" spirit through their stories, their journeys and their discoveries through Twitter at #StayRestless. The broadcast spot can be viewed at the [Jeep brand's official YouTube](#) site.

The Jeep brand's "Restlessness" was created in partnership with Dallas-based The Richards Group.

2015 Chrysler 200

The all-new 2015 Chrysler 200 competes in the mid-size sedan segment, one of the largest segments in North America, with more than 2 million sales annually. Roughly one of every six new vehicles sold in the United States is a mid-size sedan. The 2015 Chrysler 200 is available in four different models in the United States and will arrive in volume in dealer showrooms in the second quarter, 2014. Customers can choose from the 2015 Chrysler 200 LX model, Chrysler Limited model, Chrysler 200S model and the premium Chrysler 200C.

The all-new 2015 Chrysler 200 sedan will offer consumers 11 different exterior color choices from which to choose: Velvet Red Pearl Coat, Lunar White Pearl Tri-coat, Phantom Black Pearl Tri-coat (late availability), Vivid Blue Pearl Coat, Crystal Blue Pearl Coat, Granite Crystal Metallic Clear Coat, Luxury Brown Pearl Coat, Billet Silver Metallic Clear Coat, Black Clear Coat, Bright White Clear Coat and Ceramic Blue Clear Coat (late availability).

The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology all at an extraordinary value since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300 or the family room on wheels functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country and the fuel-saving Fuel Saver Technology in the Chrysler 300.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

About the 2014 Jeep Cherokee

The all-new 2014 Jeep® Cherokee completely redefines the mid-size SUV segment, delivering legendary Jeep 4x4 capability, a segment-first nine-speed automatic transmission, fuel economy improvements of more than 45 percent (versus the outgoing Liberty model), superior on-road ride and handling, a cutting-edge, revolutionary design, world-class craftsmanship, class-exclusive technology and more than 70 advanced safety and security features. The Jeep Cherokee is set to delight consumers both on the road and on the trail.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand-drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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