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Jim Gaffigan Stars in Chrysler Brand's "Dad Brand" Marketing Campaign for the All-new 2017 Chrysler Pacifica

- Actor/comedian/writer/producer Jim Gaffigan (with his family) star in the new "Dad Brand" advertising campaign launching the all-new 2017 Chrysler Pacifica
- Multiplatform campaign will span across television, print, digital and social channels
- Campaign officially debuts with both television and online spots, with more to follow in coming weeks and months

April 8, 2016, Auburn Hills, Mich. - The Chrysler brand officially debuts its new "Dad Brand" advertising campaign for the all-new 2017 Chrysler Pacifica today (April 8) featuring actor/comedian/writer/producer Jim Gaffigan. The multiplatform campaign features the real-life dad of five, leveraging various all-new 2017 Chrysler Pacifica features to improve his "Dad Brand" in a comedic, tongue-in-cheek fashion while highlighting the unparalleled levels of functionality, versatility, technology and safety features of the vehicle.

"As the Chrysler brand is reinventing the minivan from the ground up, the objective of our campaign is to challenge the conventional category stereotypes and appeal to a new generation of minivan buyers, including younger families," said Olivier Francois, Chief Marketing Officer, FCA – Global. "To do that, authenticity is key, with real-life language and an endorser, Jim Gaffigan, who is a real father of five with a strong point-of-view on fatherhood and modern-day parenting. Here you see Jim and his family leveraging the customer benefits of our minivan to enhance his own "Dad Brand" in a relatable and engaging series of sketches that highlight the class-leading features of the all-new 2017 Chrysler Pacifica."

"The Chrysler brand invented the minivan 33 years ago, creating an entirely new automotive category that uniquely addressed the needs of families," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "With Millennial families in mind, our 'Dad Brand' campaign with comedian Jim Gaffigan establishes that the all-new 2017 Chrysler Pacifica's unprecedented level of functionality, versatility, technology and exterior design again transforms the segment – adding 37 minivan firsts for an unprecedented total of 115 innovations – while instantly adding to your 'dad cred' with not only your children, but also within your neighborhood."

The campaign provides a unique twist on the standard brand spokesperson campaign, showing Jim Gaffigan playful with his image, acknowledging the ways the vehicle itself is helping him with the upkeep of his "Dad Brand." The campaign includes appearances by Gaffigan's wife Jeannie and children Marre, Jack, Katie, Michael and Patrick.

The "Dad Brand" campaign television and online spots include:

- 30-second "Dad Brand" launch spot: Jim Gaffigan's fully equipped all-new 2017 Chrysler Pacifica makes him look like an amazing dad
- 30-second "Tennis" spot: To build a strong "Dad Brand," you've got to do everything for yourself
- 30-second "One-on-One Time" spot: Quality time between a son and his "Dad Brand" is very important
- 30-second "Neighborhood Watch" spot: Even a parked Pacifica can do a lot for your "Dad Brand"

Additional spots will begin airing across television, as well as digital/online, throughout the coming weeks and months, including primetime.

Jim Gaffigan is a Grammy®-nominated comedian, *New York Times* best-selling author, top touring performer and multi-platinum-selling father of five. Gaffigan's first book, "Dad Is Fat," debuted at No. 5 on *The New York Times* Best Sellers List in 2013 and remained on the list for 17 weeks. His second book, "Food: A Love Story," was released in fall 2014 and debuted at No. 3 on *The New York Times* Best Sellers List. In addition to his own television series "The

Jim Gaffigan Show," widely popular stand-up comedy and best-selling books, Gaffigan has appeared across television, including "Portlandia," "Flight of the Concords" and "Bored to Death." His film credits include "Three Kings," "Hot Pursuit," "Super Troopers" and "17 Again." Taking a dramatic turn, Gaffigan costarred with Peter Sarsgaard and Winona Ryder in Magnolia Picture's 2015 drama "Experimenter," and will next be seen opposite Naomi Watts, Liev Schreiber, Ron Perlman and Elisabeth Moss in the independent film "The Bleeder.

Season 2 of "The Jim Gaffigan Show" debuts on TV Land this summer.

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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