

Next Phase of Chrysler Pacifica “Dad Brand” Marketing Campaign Starring Jim Gaffigan Makes Debut Over Father’s Day Weekend

- Five new **#DadBrand** spots featuring actor/comedian/writer/producer Jim Gaffigan (with his family) launched across television and online this Father’s Day weekend
- Brand to run unique **#DadBrand** video content across its social channels, including Facebook, Twitter and Instagram
- The all-new 2017 Chrysler Pacifica was recently named to Wards 10 Best Interiors List for 2016 and was honored with the top awards as the “Best Family Car” and “Best Value” at the Family Car Challenge hosted by the Greater Atlanta Automotive Media Association (GAAMA)

June 20, 2016, Auburn Hills, Mich. - The Chrysler brand’s next phase of its all-new 2017 Chrysler Pacifica “Dad Brand” campaign featuring actor/comedian/writer/producer Jim Gaffigan launched over Father’s Day weekend. Two new 30-second television spots — “Exhausted” and “See Everything” — broke across TV over this past weekend (6/18). Three additional videos — “Soccer” (:60), “Earn It” (:30) and “Kids” (:30) — made their debut on the [Chrysler brand’s YouTube channel](#). The “Dad Brand” campaign television and online spots can be seen [here](#). Additional content created specifically from the spots is running across the Chrysler brand’s [Facebook](#), [Twitter](#) and [Instagram](#) social channels.

The five new spots can be seen below:

“Exhausting” :30

“See Everything” :30

“Soccer” :60

“Kids” :30

“Earn It” :30

The Chrysler brand launched its new “Dad Brand” advertising campaign for the all-new 2017 Chrysler Pacifica in April. The multiplatform campaign features the real-life dad of five Gaffigan – with his wife and children – 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.

The campaign puts a unique twist on the standard brand spokesperson campaign, showing Jim Gaffigan as conscious and 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 (Gaffigan) and five children (Marre, Jack, Katie, Michael and Patrick).

Season 2 of “The Jim Gaffigan Show” debuted on TV Land on Sunday, June 19 (Father’s Day).

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 #5 on *The New York Times* Bestseller’s List in 2013 and remained on the list for 17 weeks. His second book, “Food: A Love Story,” was released in the fall of 2014 and debuted at #3 on *The New York Times* Bestseller’s 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 Concorde" and "Bored to Death." His film credits include "Three Kings," "Hot Pursuit," "Super Troopers" and "17 Again." Taking a dramatic turn, Gaffigan costarred 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."

The Chrysler brand campaign was created in partnership with 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.

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