

Sixty-second “Flying Pigs” Video Marks Arrival of the All-new 2017 Chrysler Pacifica Hybrid

- The 60-second “[Flying Pigs](#)” video makes its debut across digital media channels on Friday, April 28
- The Chrysler brand's fairytale-inspired video shines the spotlight on the all-new 2017 Chrysler Pacifica Hybrid, America's first hybrid minivan
- All-new 2017 Chrysler Pacifica Hybrid's advanced powertrain delivers a seamless, efficient driving experience, with 33 miles of all-electric range, 566 miles of total range and 84 miles per gallon equivalent (MPGe) in electric-only mode
- Cargo space remains uncompromised with the 16-kWh battery pack efficiently stored in the second-row floor
- Pacifica Hybrid qualifies for full \$7,500 federal tax credit and may qualify for additional state and local incentives
- Re-engineered from the ground up on an all-new platform for class-leading ride, handling, and noise, vibration and harshness (NVH)
- All-new 2017 Chrysler Pacifica Hybrid delivers 31-percent reduction in Global Warming Potential (GWP), compared with previous-generation, gas-powered Chrysler minivan

April 28, 2017, Auburn Hills, Mich. - The Chrysler brand is celebrating the arrival of the all-new [2017 Chrysler Pacifica Hybrid](#) with a new 60-second video “[Flying Pigs](#),” which will begin running across digital media channels beginning Friday, April 28. “Flying Pigs” can be viewed on the Chrysler brand's official [YouTube](#) page, in addition to the brand's social channels [Facebook](#), [Twitter](#) and [Instagram](#). The all-new 2017 Chrysler Pacifica Hybrid minivan is arriving in dealerships now.

“If I had told you even two years ago that the Chrysler brand would transform the minivan segment with the industry's first hybrid minivan, and that it would achieve 84 MPGe, with class-leading features and innovations, including hybrid-exclusive technology features, including a smartphone app, deliver relevant vehicle information, such as charge status and scheduling, charging station locations and an ‘efficiency coach’ for more efficient driving, many consumers would have said they’ll believe it ‘when pigs fly’,” said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “With the all-new 2017 Chrysler Pacifica Hybrid arriving into dealerships, consumers will no longer have to say they’ll believe it when they see it, and can now experience it firsthand for themselves.”

“To celebrate this next critical chapter in our Minivan Firsts – our story requires a very specific message – one that speaks to two very distinct audiences (parents and children),” said [Olivier Francois](#), Chief Marketing Officer – FCA Global. “Through the spot's unique story-telling device, flying pigs and blue moons are seen as the device to highlight segment-first features that are almost unbelievable and will appeal to adults and kids alike.”

The 60-second “[Flying Pigs](#)” video opens in an animated picture-book view, from the perspective of a young boy and his sister sitting in the passenger seats of the all-new 2017 Chrysler Pacifica Hybrid as their parents take the minivan for a test drive. As mom and dad learn about the class-leading safety and technology features, the children see the unexpected as they gaze into the sky through the Chrysler Pacifica Hybrid's tri-pane panoramic sunroof. With sweeping CGI aerial shots that include flying pigs, “down under” freezing over and a blue moon, the moral of the story is that the all-new Chrysler Pacifica Hybrid defies all conventional thinking.

As the original creator of the minivan more than 30 years ago, FCA US LLC has transformed the segment with firsts,

notching 78 innovations through the first five minivan generations.

"Flying Pigs" was created in partnership with Goodby Silverstein & Partners.

About the 2017 Chrysler Pacifica Hybrid

The all-new 2017 Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. The Pacifica Hybrid takes this revolutionary vehicle a step further with its class-exclusive, innovative hybrid powertrain. It's the first electrified vehicle in the minivan segment and achieves 84 MPGe in electric-only mode and 33 miles of all-electric range. With more than 100 available safety and security features, the all-new Uconnect Theater rear seat entertainment system, and a full array of comfort and convenience technologies, the Chrysler Pacifica and Pacifica Hybrid are no-compromise minivans ideally suited for today's families.

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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