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## **Chrysler Brand Announces Sponsorship and Support of 'Sesame Street'**

*Partnership to Include Digital and Television Sponsorship and Online Video Series, Launching on Monday, July 17, Across Chrysler Brand's Digital and Social Channels*

July 17, 2017, Auburn Hills, Mich. - Chrysler today announced that it is now a proud sponsor and supporter of "Sesame Street," a commitment that includes supporting the show on PBS and new original content on Chrysler's digital platforms.

"'Sesame Street' has a powerful connection with families and this partnership allows the Chrysler brand to support their work around the world," said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "As a trusted family brand, we were looking for a like-minded partner who possessed a thoughtful and engaging approach. With our all-new [Chrysler Pacifica](#) minivan, we wanted to help educate parents about its unprecedented 115 safety, security and technology innovations – and who better than 'Sesame Street,' which has been reaching and educating families for almost 50 years."

"Partnering with Chrysler will help us extend our reach in new and creative ways, and support Sesame Workshop's nonprofit mission to help kids grow smarter, stronger and kinder," said Steve Youngwood, Chief Operating Officer of Sesame Workshop. "We're thrilled to work with a brand that stands for a deep commitment to families and children."

In addition to sponsoring the show on PBS, Chrysler is creating a multimedia campaign that will pair Sesame characters and the Chrysler Pacifica and Chrysler [Pacifica Hybrid](#) in 10 co-branded videos for parents that will launch on Monday, July 17 across the brand's digital and social channels, including [Facebook](#), [Twitter](#) and [Instagram](#). The first four videos, which can be viewed now on [Chrysler's YouTube channel](#), take viewers on an unexpected ride as the Muppets play "Listen, Drive, Surprise!," a new game show hosted by Guy Smiley.

The campaign was created and produced in partnership with Mediabrands Society, the social AOR for FCA US LLC.

### **About the Chrysler Pacifica and Chrysler Pacifica Hybrid**

The 2017 Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. Re-engineered from the ground up on an all-new platform, the Pacifica delivers class-leading gasoline and hybrid powertrains to the minivan segment. 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 is a no-compromises minivan ideally suited for today's families and has earned its spot as the most awarded minivan of 2016 and 2017.

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 miles per gallon equivalent (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.

### **About Sesame Workshop**

Sesame Workshop is the nonprofit media and educational organization behind Sesame Street,

the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We're active in more than 150 countries, serving vulnerable children through a wide range of media, formal education, and philanthropically-funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit [sesameworkshop.org](http://sesameworkshop.org).

### **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](http://www.stellantis.com).

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