

## **Chrysler Brand's Sponsorship and Multimedia Campaign With Sesame Street Rolls Out New "It's Electric" Video Featuring Actor Dax Shepard**

September 27, 2017, Auburn Hills, Mich. - The next video installment of Chrysler brand's sponsorship and multimedia campaign with Sesame Street and the Chrysler Pacifica and Chrysler Pacifica Hybrid will feature actor and family man Dax Shepard. The "[It's Electric](#)" video debuts across the Chrysler brand's digital and social channels on Wednesday, September 27.

In the video, Dax, the Two-Headed Monster and Big Bird learn about gasoline and hybrid technology – do they need to stop the Chrysler [Pacifica Hybrid](#) at a gas station? Or a recharging station? Once Dax and the Two-Headed Monster learn they can do both, the next question is whether they should turn right? Or left? The Two-Headed Monster can't seem to agree, but Dax is happy to be along for the ride!

Chrysler brand is 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. In addition to sponsoring the show on PBS, Chrysler created a multimedia campaign that pairs Sesame characters and the Chrysler Pacifica and Chrysler Pacifica Hybrid in 10 co-branded videos for parents across Chrysler's digital and social channels, including Facebook, Twitter and Instagram. The first seven videos can be viewed on Chrysler's [YouTube](#) channel.

The [partnership was announced](#) this past July across Chrysler brand's digital and social channels.

### **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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