

Actor Eugenio Derbez to Voice Multicultural Spot for Chrysler Pacifica Marketing Campaign

- Eugenio Derbez (“Overboard,” “Dora and the Lost City of Gold,” “La Familia P. Luche”) takes on the persona of the Chrysler Pacifica for new multicultural 30-second spot “[Tough Decision](#),” debuting today on television and online
- Spot will air on top Hispanic networks that include Telemundo, estrellaTV, UniMas, Univision, Galavision and Universo

April 1, 2019, Auburn Hills, Mich. - Top Hispanic actor, writer and director Eugenio Derbez is taking on a new character in a new marketing campaign for the Chrysler Pacifica with a new 30-second spot specifically created for the Hispanic market.

The 30-second spot, “[Tough Decision](#),” opens with a salesman attempting to convince a customer to purchase a Pacifica. Derbez lends his voice that brings the Chrysler Pacifica to life, giving the minivan a bold and buoyant personality that cannot wait to talk about all the benefits, features and details that the Pacifica has to offer. With its available class-exclusive hands-free dual sliding doors, Stow 'n Vac®, class-exclusive Stow 'n Go seating, Uconnect Theater with two 10-inch touchscreens, it is clear that this minivan speaks for itself.

“Advertising to multicultural consumers is a high priority for our company,” said Juan Torres, Head of Multicultural Advertising, FCA US LLC. “Today, the U.S. auto industry growth is largely driven by multicultural sales, and Latinos have a high affinity for the minivan segment. Collaborating with Eugenio Derbez allowed us to use his bold and fun attitude to match that of the minivan. The 30-second spot uses humor and Eugenio’s iconic voice to highlight the advantages of minivan ownership and communicate to consumers the unparalleled features of the Pacifica.”

The 30-second spot will air on top Hispanic networks that include Telemundo, estrellaTV, UniMas, Univision, Galavision and Universo and can be viewed via the Chrysler brand’s official [YouTube](#) channel.

The Chrysler brand’s “Tough Decision” was created in partnership with Austin-based agency GSD&M.

2019 Chrysler Pacifica/Pacifica Hybrid

The Chrysler Pacifica and Pacifica Hybrid reinvent 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. The Pacifica Hybrid takes this revolutionary vehicle a step further with its innovative, advanced hybrid powertrain. It’s the first electrified vehicle in the minivan segment and achieves more than 80 miles per gallon equivalent (MPGe) in electric-only mode, an all-electric range of more than 30 miles and a total range of more than 500 miles.

With more than 100 available safety and security features, the Uconnect Theater rear-seat entertainment system, available 4G Wi-Fi and a full array of comfort and convenience technologies, the Chrysler Pacifica has earned its spot as the most awarded minivan since 2016, with both the Pacifica and Pacifica Hybrid serving as 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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