

Chrysler Group Airs "It's Halftime in America" Commercial During 2012 NFL Championship Game

February 5, 2012, Auburn Hills, Mich. - Chrysler Group television commercial titled "It's Halftime in America" that aired during the 2012 NFL Championship game plus still images. Video and images are downloadable via links on the right side of this page.

The following is the script from the commercial:

It's Halftime in America Script

It's halftime. Both teams are in their locker room discussing what they can do to win this game in the second half. It's halftime in America, too. People are out of work and they're hurting. And they're all wondering what they're going to do to make a comeback. And we're all scared, because this isn't a game.

The people of Detroit know a little something about this. They almost lost everything. But we all pulled together, now Motor City is fighting again.

I've seen a lot of tough eras, a lot of downturns in my life. And, times when we didn't understand each other. It seems like we've lost our heart at times. When the fog of division, discord, and blame made it hard to see what lies ahead.

But after those trials, we all rallied around what was right, and acted as one. Because that's what we do. We find a way through tough times, and if we can't find a way, then we'll make one.

All that matters now is what's ahead. How do we come from behind? How do we come together? And, how do we win?

Detroit's showing us it can be done. And, what's true about them is true about all of us.

This country can't be knocked out with one punch. We get right back up again and when we do the world is going to hear the roar of our engines. Yeah, it's halftime America. And, our second half is about to begin.

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