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Chrysler Brand Launches 'Test of Ownership'

- New Advertising and Marketing Campaign for 2013 Town & Country Minivan
- All-new 'Test of Ownership' Chrysler Town & Country campaign kicks off today
- Integrated campaign imparts a new perspective on how families should consider their next minivan purchase
- New site TestofOwnership.com launches with testimonial videos from Town & Country owners, sharing how the Chrysler Town & Country is the best choice
- Chrysler brand partners with Amazon Mom, BabyCenter® and Brain Quest® to connect with the most valuable minivan audience - moms and families

September 6, 2012, Auburn Hills, Mich. - Do you love your vehicle enough to purchase it again? If you're a Chrysler Town & Country owner, the answer is a resounding, yes! The Chrysler brand's new advertising campaign, "Test of Ownership," kicks off today and features real life minivan consumers touting just what they love most about their Town & Country. While there is an abundance of factual information on minivans, what real owners think about driving the Town & Country day in and day out is equally important. The Chrysler brand calls this the "Test of Ownership." According to the Polk Automotive Loyalty Awards, Chrysler Town & Country minivan consumers are the most loyal, continuing to purchase a Chrysler minivan when ready for their next vehicle.

The campaign will launch with two new broadcast spots, "Test of Ownership" and "What You Don't Do (Stow 'n Go)," both scheduled to air on national and cable TV stations. In addition to broadcast, a new web site, www.TestofOwnership.com,will serve as an online resource for families, showcasing product films that highlight some of the standard luxury and convenience features available on the Chrysler Town & Country, owner testimonial films and minivan facts and figures. Families ready to purchase their first, next, or last minivan, can also now consider the "Test of Ownership."

"The 'Test of Ownership' campaign was inspired by our win of the Polk Automotive Loyalty Awards 11 years in a row, listening to our customers, and the reasons why they purchase the Chrysler Town & Country minivan," said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. "The 2013 Chrysler Town & Country minivan offers parents and busy families the ultimate in versatility, standard luxury and convenience features, unsurpassed quality and comfort at a value."

The commercials, product films and testimonials can be viewed at http://www.TestofOwnership.com,the Chrysler brand Facebook page at http://www.Facebook.com/Chrysler,and on the Chrysler brand YouTube channel at http://www.youtube.com/chrysler.

Chrysler brand's advertising campaign was created in partnership with Wieden+Kennedy of Portland, Ore.

Broadcast Commercials

"Test of Ownership"
While consumers can learn a lot from an engineered road test, the Chrysler brand gives viewers a behind-the-scenes look at what an average family experiences when using their Town & Country minivan in the new commercial, "Test of Ownership."

"What You Don't Do (Stow 'n Go)"
Almost all auto companies brag about having the most cubic feet. But, what does that mean? Perhaps, the better question is – how easy is it to create space? With standard Stow n' Go® seating, the answer is – very easy!

New Online Site www.TestofOwnership.com
The new online site (www.TestofOwnership.com) showcases the best of the standard luxury and convenience features available on the Chrysler Town & Country minivan through product films and testimonial video given by Town & Country owners.

Real People. Real Owners. Real Reviews.
Meet the Fein, McCombs and Thomas families. They are real life, repeat Chrysler Town & Country owners. Each family has a unique story on why they enjoy their minivan, how it meets their family's needs and why they chose to purchase it again.

Product Films
While numerous safety and luxury features stand out on the Chrysler Town & Country minivan, owners also appreciate the small things that help make their lives a little easier. These four product films highlight some of the features Town & Country owners love about their vehicle.

"One-Day Trip"
Short or long, day trips are never what they set out to be. However, the Chrysler Town & Country minivan helps to make it a bit more enjoyable.

"Luxuries"
Every parent knows, a comfortable kid is a happy kid; that's why the Chrysler Town & Country minivan comes standard with DVD and leather seats to help make the quickest of road trips manageable.

"Small Things"
Sometimes it's the small things that matter the most, like grocery bag hooks, built-in flashlight and umbrella holder that make minivan owners enjoy and wonder how they ever managed without them.

"Predictable"
If you can't predict anything out on the road, then you've got to try to be prepared for everything. The Chrysler Town & Country SafetyTec package comes with 42 safety and technology features that owners appreciate.

Strategic Alliances
As part of its marketing efforts to speak directly to parents and families, the Chrysler brand has also aligned with strategic partners to develop unique content and online advertising for the Chrysler Town & Country. These partnerships include, Amazon Mom, BabyCenter® and Brain Quest®.

Amazon Mom
Chrysler has teamed up with Amazon Mom, a membership program found on Amazon.com, aimed at helping parents and caregivers in the prenatal through toddler years find and save on all the products their family needs. The arrangement includes a branded destination page on Amazon.com, a Kindle with Special Offers campaign, online advertising and custom consumer outreach designed to engage and educate moms on the Chrysler Town & Country. Visit Amazon Moms at www.amazon.com/mom.

BabyCenter®
The Chrysler brand and BabyCenter® LLC, the #1 pregnancy and parenting mobile and web destination worldwide, announced their partnership to highlight the 2012 Chrysler Town & Country to millions of moms across the country. Reaching out to both first-time and experienced moms expecting a baby, the partnership delivers unique content, tools, and social outreach programs to spur discussion of the brand as well as dealership visits and vehicle test-drives. Visit BabyCenter at www.babycenter.com.

Brain Quest®
Brain Quest®, America's #1 bestselling educational brand, and Chrysler are teaming up for a year-long marketing campaign featuring a 100-city road tour that will deliver exciting and educational events and programming in addition to executing hundreds of fund-raising test drives for schools and students across the country. Together, they will hit the road in three Town & Country minivans, custom-wrapped in the Brain Quest brand logos, which will crisscross the country visiting high-profile book and science festivals; book and toy stores; and libraries and schools. Brain Quest and Chrysler will also provide one lucky grand prize winner with a $20,000 college scholarship. In addition, one first prize winner will win a $5,000 scholarship for college tuition and 18 runners-up will win an Apple iPad2. Visit Brain Quest® at www.brainquest.com.

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About Chrysler Brand
The spirit of hard work. Earning your place without forgetting where you're from. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2012 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. Chrysler's 200 sedan inspired the brand's identity: "Imported from Detroit." The 2012 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible—with a power soft or hardtop—offers an open-air experience featuring elegant craftsmanship. The 2012 Chrysler Town & Country minivan is beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow 'n Go® seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country's innovative offerings.

About Amazon Mom
Amazon Mom is a membership program aimed at helping parents and caregivers in the prenatal through toddler years use Amazon to find and save on all the products their family needs.

About BabyCenter®
BabyCenter® is the voice of the 21st Century Mom® and modern motherhood. It's the #1 pregnancy and parenting mobile and web destination worldwide, reaching more than 10 million moms monthly in the United States and more than 26 million moms monthly in 22 markets from Australia to India to China. In the United States, 7 in 10 babies born last year were BabyCenter babies. BabyCenter is the world's partner in parenting, providing moms everywhere with trusted advice from hundreds of experts around the globe, friendship with other moms like them, and support that's remarkably right at every stage of their child's development. BabyCenter also works with some of the world's most prominent brands and institutions to provide life-stage marketing solutions and a direct line to highly engaged moms. BabyCenter is a member of the Johnson & Johnson family of companies.

About Brain Quest
For 20 years, Brain Quest has been adored by kids, trusted by parents, and approved and used by teachers. Comprised of question-and-answer decks and workbooks for children ages 2-13, Brain Quest content is based on the latest state and

national curriculum standards and approved by an advisory board of Milken Award–winning educators. Based on the stuff kids need to know when they need to know it, Brain Quest shows kids that it's not only fun to be smart, it's smart to be smart. In addition to the partnership with Chrysler, the line celebrates its 20th anniversary in 2012 with a new Brain Quest app, from the award-winning studio Dreamkind.

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