

## Chrysler Brand Debuts “Born Makers” Advertising Campaign Launching the All-New 2015 Chrysler 200 on Saturday, June 7

- On-air campaign launches on Saturday, June 7, with :60-second and :30-second spots
- “Born Makers” features remixed version of “Things Have Changed” with vocals by Detroit singer/artist MoZella; Narrated by Kevin Yon (voice of Chrysler brand’s “Born of Fire” campaign)
- Campaign includes Hispanic, in-theater, print, digital, social and out of home/transit extensions
- As an official auto sponsor of “24: Live Another Day,” the all-new Chrysler 200 will be featured throughout season, with fully-integrated episode on Monday, June 9, on FOX.
- The Chrysler brand will proudly display the all-new 2015 Chrysler 200 on the front of the Chrysler Group Headquarters in Auburn Hills in June
- All-new 2015 Chrysler to start at \$21,700 MSRP (excludes tax, title, license and destination)

June 6, 2014, Auburn Hills, Mich. - The Chrysler brand will debut its “Born Makers” marketing and advertising campaign today to mark the launch of the all-new 2015 Chrysler 200. The on-air campaign will launch in the U.S. on Saturday, June 7, with a :60-second and a :30-second commercial running across national broadcast and cable television. “Born Makers” includes Hispanic, in-theater, print, digital, social and out of home/transit extensions. The all-new 2015 Chrysler 200 is available in dealerships now. The commercials can be viewed at <http://youtu.be/4A11cEEcZcE>

“Born Makers” reminds us that it’s not just dreaming big ideas but also having the ingenuity and commitment to make them happen. It’s an homage to American innovation, serving as a reminder that you don’t have to cross an ocean for a car you’re proud to have in your driveway,” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. “The all-new 2015 Chrysler 200 embodies this ideal. It’s a perfectly timed coming together of people, resources and spirit of the Chrysler brand.”

The “Born Makers” commercials are narrated by Kevin Yon (the voice behind the Chrysler brand’s “Born of Fire” commercial that debuted during Super Bowl XLV) and features Detroit-born artist/singer [MoZella](#) performing the vocals behind Bob Dylan’s “Things Have Changed” track.

The commercial’s visuals include footage of Chrysler Group’s Sterling Heights (Mich.) Assembly Plant (SHAP), and its employees. The all-new 2015 Chrysler 200 is designed, engineered and built with pride in Michigan. With a major investment of more than \$1 billion, Chrysler Group’s Sterling Heights (Mich.) Assembly Plant (SHAP), once slated for closure, sports an all-new paint shop using leading-edge technology, a new, fully robotic body shop and an upgraded assembly area, setting the stage for the world-class craftsmanship found in the all-new 200. The commercial ends with the “America’s Import” tagline.

Script (:60-second spot):

What’s a Born Maker made from?

From callused hands...

strong backs...

from the shoulders of giants.

From small steps.

And giant leaps.

Big ideas.

And sharp minds.  
From steel resolve.  
From blood, sweat...and gears.  
All the things that make a Born Maker...made this.  
A car with swagger.  
Intelligence.  
Soul.  
A car that proves a well-made sedan doesn't have to cross an ocean to be  
worthy of American driveways.  
We are Born Makers.  
We made this.  
The All-New Chrysler 200.

In addition to Hispanic, in-theater, print, digital, and social tactics, the marketing campaign also includes the Chrysler brand as the exclusive auto partner of "24: Live Another Day" on FOX television. The "24" collaboration will include an in-show integration on Monday, June 9; media exclusivity in key episodes; and season-long placement of the all-new 2015 Chrysler 200; as well as customized digital content and experiences; social media activations; and co-branded marketing.

The Chrysler brand will display the all-new 2015 Chrysler 200 on the front of the Chrysler Group Headquarters in Auburn Hills this month (June).

The Chrysler brand's "Born Makers" was created in partnership with Dallas-based The Richards Group.

#### **About the Chrysler 200**

The all-new 2015 Chrysler 200 debuts the new "face of Chrysler." The grille and headlamps are integrated for the first time, and the updated Chrysler badge has an emphasis on the wing, which is more defined. The available full-LED daytime running lamps (DRL), LED fog lamps and standard LED tail lamps give the all-new Chrysler 200 a distinctive, recognizable look coming and going.

The 2015 Chrysler 200 debuts a beautiful exterior design featuring the new "face" of the Chrysler brand – a thoughtful, exquisitely crafted interior and an exceptional driving experience, complements of a segment-first nine-speed automatic transmission and an Alfa Romeo-based chassis. The all-new Chrysler 200 provides the choice of two world-class engines, an innovative all-wheel-drive system, available sport mode and paddle shifters for an engaged driving experience, and an EPA estimated highway fuel economy of 36 miles per gallon with a 2.4L engine.

The all-new 2015 Chrysler 200 offers the most available safety features in the mid-size sedan segment, and state-of-the-art, easy-to-use technology that keeps drivers and passengers connected. With a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just \$21,700 (excluding \$995 destination and tax, title and license).

#### **About Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology all at an extraordinary value since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the simple elegance and extraordinary driving experience of the all-new 2015 Chrysler 200, or the family room on wheels functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the innovative center console with pass through storage and sliding cup holders in the 2015 Chrysler 200, the industry-exclusive Stow 'n Go® seating and storage system on the Chrysler Town & Country, and the fuel-saving Fuel Saver Technology in the Chrysler 300.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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