

Comedians and Actors Craig Robinson and Jake Johnson Star in New Advertising Campaign for the Dodge Dart

- Humorous 'Don't Touch My Dart' campaign tells story of a neighbor's pride and respect for his new Dodge Dart, and his friend's relentless desire to touch it
- Nearly two dozen broadcast and digital spots of varying lengths will air, including several running on CollegeHumor.com through an exclusive partnership
- Campaign kicks off this week with spots airing on major networks as well as online at www.DontTouchMyDart.com

August 5, 2014, Auburn Hills, Mich. - Comedians and actors Craig Robinson ("Hot Tub Time Machine 2," "Mr. Robinson" and "The Office") and Jake Johnson ("New Girl" and "Let's Be Cops") team together for the first time in a new Dodge Dart advertising campaign called "[Don't Touch My Dart](#)," that launches this week.

Using trademark Dodge brand humor and attitude, the campaign follows two neighbors — Robinson, who owns a new Dodge Dart, and Johnson, who wishes he did. Throughout the broadcast and digital videos, the playful duo act out a storyline of pride, respect and envy. Robinson is happy for his friend Jake to look at his car and talk to him about it, but the moment Jake tries to touch it, Robinson becomes very protective, quipping "Don't touch my Dart."

"For the youthful mindset that is our Dart target, we will share fun and engaging stories about a highly protective Dart owner and the untouchable status of his prized possession, his beautiful new Dart," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "Throughout each chapter in the story the audience will learn about Dart's key product advantages and innovative features. At the end of the day our objective is to educate, drive awareness and ultimately support sales. Craig (Robinson) and Jake (Johnson) deliver that while maintaining the essence of the Dodge brand spirit, character and full-of-life attitude."

Nearly two dozen variations of 5-second TV billboards and 15- and 30-second commercials were created for broadcast and digital use. The first 30-second spots, "Garage Door – Mmmm," "First Scratch – Too Precious" and "Voice Touching," begin airing this week on CBS' "Mike and Molly" and "Under the Dome" (Aug. 4), ABC's "NY Med" (Aug. 7), NBC's "America's Got Talent" (Aug. 10) and at www.DontTouchMyDart.com.

The debut television spots include:

- "[Garage Door – Mmmm](#)": In the campaign's introductory spot, no one can touch Craig Robinson's new Dodge Dart. Not even his best friend/neighbor, Jake.
- "[First Scratch – Too Precious](#)": Some people say that you can't enjoy your new car until you get the first scratch out of the way. In this spot we learn Craig Robinson is not one of those people.
- "[Voice Touching](#)": This spot attempts to answer the age-old question: "Can you touch a car with your voice?" as Robinson accepts an incoming call from Jake on the Dart's 8.4-inch Uconnect touchscreen media center.

Additional spots will roll out in the coming weeks and air on various network and cable entertainment, sports and news programs. Dodge also is partnering with CollegeHumor.com for exclusive airing of several "Don't Touch My Dart" ads that are suitable for a more mature audience.

Later in the month, DontTouchMyDart.com will transform into an interactive YouTube experience where people will find out first-hand what happens when they try to touch Craig Robinson's brand new Dodge Dart.

Some of the spots feature original music composed by Robinson.

The campaign was created in partnership with Portland, Ore.-based independent advertising agency, Wieden+Kennedy.

About Dodge Dart

The Dodge Dart redefines performance with an agile, fun-to-drive experience, compliments of its Alfa Romeo roots. It's crafted with high-quality materials and loaded with state-of-the-art technology and class-leading safety features. The Dart GT model builds on that foundation and offers attributes compact car buyers appreciate, such as a 2.4-liter engine with 184 horsepower, a sport-tuned suspension, available hyper black 18-inch aluminum wheels, along with class-exclusive features like an 8.4-inch Uconnect touchscreen media center and LED racetrack taillamps. The Dart provides drivers with the ultimate combination of power, efficiency, technology and style, all for a starting U.S. MSRP of just \$16,495 (excluding \$995 destination). It is built in the United States in the Chrysler Group's Belvidere Assembly Plant in Belvidere, Ill.

About Dodge//SRT

Dodge//SRT offers a complete lineup of performance vehicles that stand out in their own segments. Dodge is America's performance brand and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge, who founded the brand in 1914. Their influence continues today. New for 2019, the Dodge Challenger SRT Hellcat Redeye is possessed by the Demon. Its 797-horsepower supercharged HEMI® high-output engine makes it the most powerful, quickest and fastest muscle car, reaching 0-60 miles per hour (mph) in 3.4 seconds, and the fastest GT production car with a ¼-mile elapsed time (ET) of 10.8 seconds at 131 mph. It also reaches a new top speed of 203 mph.

Joining the Challenger SRT Hellcat Redeye is the 2019 Dodge Challenger SRT Hellcat, with its more powerful 717-horsepower engine, and the Challenger R/T Scat Pack Widebody, featuring fender flares from the SRT Hellcat Widebody, which add 3.5 inches of width to the 485-horsepower Scat Pack's standard body. Also new for 2019 is the Challenger R/T Scat Pak 1320 with exclusive drag strip technology from the iconic Dodge Challenger SRT Demon. The Challenger R/T Scat Pak 1320 is a drag-oriented, street-legal muscle car and a blank canvas for the serious grassroots drag racer. The 2019 Dodge Durango SRT, America's fastest, most powerful and most capable three-row SUV with a best-in-class tow rating of 8,700 lbs., completes the brand's performance lineup. These visceral performance models join a 2019 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger — a showroom that offers performance at every price point.

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