

## FCA US Takes Three Spots in Top 15 in USA TODAY Ad Meter Results and Places #1 of all Automakers with “The FIAT 500X Blue Pill”

February 2, 2015, Auburn Hills, Mich. - The annual [USA TODAY Ad Meter](#) results are in, with FCA US LLC taking three of the Top 15 spots in the annual poll, and placing #1 in the automotive category. “[The FIAT 500X Blue Pill](#)” took the #3 position overall (and #1 in automobile category); Dodge brand's “[Wisdom](#)” took the #6 position (the #2 spot in automobile category) and Jeep® brand's “[Beautiful Lands](#)” placed #15 overall (and #5 spot of all automobile brands).

The company's creative efforts have placed in the Top 15 position of all commercials the last four years. Last year, the Chrysler brand's “[America's Import](#),” with Bob Dylan, placed #12 overall in the annual poll. In 2013, Ram brand's “[Farmer](#)” took the #3 position overall (and the #1 position in the automobile category), and Jeep brand's “Whole Again,” as narrated by Oprah Winfrey, took the #5 position (and #2, behind Ram brand in the automobile brand category). The company's “Halftime in America,” with Clint Eastwood, placed #4 overall (and #2 of all automakers) in 2012.

In addition to USA TODAY Ad Meter results, *Adweek* named “Wisdom” and “Beautiful Lands” as “[third quarter winners](#),” saying of the Jeep spot, “Quietly grand. Great choice taking “This Land Is Your Land” global.”

The [Detroit Free Press](#) noted the “cinematic sweep (as) the backdrop for Jeep (and) a century of wisdom for Dodge...,” and includes *Autotrader.com* writer Michelle Krebs observing of “Beautiful Lands”: “It was strong in its brand messaging, showing the global breadth of the Jeep brand and it was beautifully shot”; Krebs also proclaimed “[the big winner of the night was Fiat Chrysler Automobiles \(FCA\)](#).”

Web traffic for all three brands saw positive effects from their respective commercials airing during the game:

- Site traffic for [fiatusa.com](#) was up 327%, and since the Super Bowl commercial aired, the brand has generated almost 50,000 social mentions, 95% of which are directly related to the brand's Super Bowl commercial. Fiat 500X traffic increased 1,829% (29K)
- [The Dodge brand](#) saw site traffic rise 14% (139.3K), with Dodge Challenger traffic specifically up 40% (42.5K). Since Dodge brand's “Wisdom” aired, the Dodge brand has generated over 63,000 social mentions, and of scored mentions, 86% were positive.
- [The Jeep brand](#) saw site traffic rise 40% (201K), with 2015 Jeep Renegade traffic up 342% (52K). Since “Beautiful Lands” aired, the Jeep brand has received over 43,000 brand social mentions, 90% of which were related to the Super Bowl commercial.

### 60-SECOND “[THE FIAT 500X BLUE PILL](#)”

The video playfully and cheekily introduces the FIAT brand's all-new cross-over 2016 Fiat 500X. Filmed in the cities of Pitigliano, Italy, and Sorano, Italy, and featuring Italian actors (Nini Salerno and Adele Pandolfi), the spot follows the epic journey of the “The FIAT 500X Blue Pill” as it slips through the fingers of an amorous Italian, skipping across rooftops, down a drain pipe, bouncing off villa walls, ping-pong across café tables and eventually dropping into the open fuel tank of a Fiat 500. Given the “The FIAT 500X Blue Pill,” the vehicle becomes a “bigger, more powerful and ready for action” cross-over 2016 Fiat 500X.

“The FIAT 500X Blue Pill” first debuted as a longer-form video at the October 2014 Paris Motor Show during the FIAT brand's global reveal of the all-new 2016 FIAT 500X. It gained traction as a viral video, receiving nearly 10 million views online prompting the decision to air it this year during the Super Bowl telecast.

“The FIAT 500X Blue Pill” was created in partnership with Dallas-based The Richards Group

## 60-SECOND “ [WISDOM](#)”

“Wisdom” commemorates Dodge’s first 100 years with centenarians who have an attitude, defiance and an irreverence that is the core of Dodge’s DNA. In the new 60-second video, 11 centenarians give viewers their advice for living life to the fullest: “I want to tell the world what I have learned,” “Live for now,” “Because life is good, you make it good,” “There are miracles all around you.” As the spot progresses, their words begin to take on more attitude and defiance, as the sounds of an engine roars in the background. “Keep your eyes open and sometimes your mouth shut,” “Don’t complain,” “Tell it like it is,” “Hesitate and you lose,” “Put your pedal to the medal,” “Live fast,” “And never, ever, forget where you came from.”

“You learn a lot in 100 years. Here’s to the next 100. Born Dodge,” reads on-screen copy at the end as a 2015 Challenger screeches out of the frame with one of the centenarians extending his arm in a “rock on” hand gesture.

The original longer “Wisdom” web video was an instant digital phenomenon when it was first posted in April 2014, amassing nearly 4.5 million views in less than 24 hours – surpassing the 24-hour record views previously held by the Company’s iconic Super Bowl commercials (“Born of Fire,” “Farmer,” “Whole Again,” “Halftime in America,” “Seduction” and “America’s Import.”) The original long-form web video received more than 7 million views prior to its Super Bowl telecast debut.

“Wisdom” was created in partnership with Dallas-based The Richards Group.

## 90-SECOND “ [BEAUTIFUL LANDS](#)”

The Jeep® brand firmly evolves its authentic American story of freedom with a global journey around the world – inspiring a new definition of adventure – in “Beautiful Lands,” which debuted during Sunday’s (2/1) Super Bowl XLIX broadcast. The 90-second video invites viewers to follow an epic worldwide journey through lyrics of “This Land Is Your Land,” spanning the globe to locations across the United States, Italy, Brazil, China, Spain, United Kingdom, Japan, Australia, Thailand, India and United Arab Emirates. The commercial is the first to mark the introduction of the all-new 2015 Jeep Renegade in the United States.

“Beautiful Lands” takes a unique and surprising twist upon the iconic piece of music “This Land is Your Land,” written as a crowning tribute to America’s homeland, and expands its interpretation into a global celebration of all lands across the world. The catalyst that takes viewers on an unexpected musical and visual odyssey, “Beautiful Lands” creates a connection to show the Jeep brand’s evolution. As performed by recording artist Marc Scibilia, the song and the “Beautiful Lands” video share a message of freedom and reverence, and also introduces “This Land is Your Land” to a new generation of fans, inviting a fresh and new appreciation for the song.

The 19-day combined production for the “ [Beautiful Lands](#)” commercial included filming in more than 10 countries, 40-plus locations and approximately 73,777 miles traveled around the world (number of times around the world 2.962), including the United States, Italy, Brazil, China, Spain, United Kingdom, Japan, Australia, Thailand, India and United Arab Emirates. The Jeep brand commissioned noted photographers to document the entire journey. More info on “Beautiful Lands” can be found at [www.jeep.com/renegadeworld](http://www.jeep.com/renegadeworld).

As part of the “ [Beautiful Lands](#)” campaign, the Jeep brand is helping to drive global awareness of [Water.org](http://Water.org) and its work in an effort to affirm “Water is life. Help provide it.” Embodying the Renegade spirit, [Water.org](http://Water.org) breaks boundaries to find solutions that transform lives with safe water. The Jeep brand is proud to support [Water.org](http://Water.org) in its efforts to solve the global water crisis by making a \$250,000 donation.

“Beautiful Lands” was created in partnership with Dallas-based The Richards Group.

## **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is

building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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