

## **Chrysler 'PacifiKids' Make Debut in New Digital and Social Campaign for the All-New 2017 Chrysler Pacifica; First in Video Series Features Actress Brooklyn Decker**

- Digital and social campaign featuring PacifiKids breaks ahead of Memorial Day Weekend; content created specifically to run across YouTube, Facebook, Twitter and Instagram
- PacifiKids Miles, Izzy and Harper take actress and mom Brooklyn Decker through the all-new 2017 Chrysler Pacifica in inaugural video, explaining the features and technology in a way that only kids can; stay tuned for new videos in series to debut this summer
- PacifiKids will also travel across the country this summer at family events to educate and reinforce how and why the all-new 2017 Chrysler Pacifica is built with families in mind

May 27, 2016, Auburn Hills, Mich. - Chrysler officially introduces the brand's adorable, pint-sized product specialists, the PacifiKids, through a new digital and social campaign that features actress Brooklyn Decker (Netflix's "Grace and Frankie") in its inaugural video. The Chrysler PacifiKids – Izzy (age 10), Miles (age 11) and Harper (age 8) – know more about the all-new 2017 Chrysler Pacifica than your average automotive experts. Given that the all-new 2017 Chrysler Pacifica is the most technologically advanced vehicle in its class, moms and dads will undoubtedly have many questions about the minivan, and who better to explain technology, tri-pane panoramic sunroofs and touchscreens than kids! The first in the series of three videos featuring the PacifiKids and Brooklyn Decker, which launched in advance of Memorial Day weekend, can be viewed [here](#). Two more videos will debut in the coming weeks. Who is next on the PacifiKids' list to enlighten about the Chrysler Pacifica? Stay tuned!

"Let's not kid ourselves – we all know that when it comes to innovation and adapting to new technology, children hold a sizeable advantage over adults," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "Our new digital and social campaign introducing the PacifiKids playfully acknowledges this fact. First-time mom Brooklyn Decker is the first to be featured in our on-going video series with the PacifiKids to educate and reinforce to parents how and why the all-new 2017 Chrysler Pacifica – which adds 37 minivan firsts for an unprecedented total of 115 innovations to transform the minivan segment – is the perfect automotive tool for the family."

In addition to the digital and social campaign, the PacifiKids will also be making special appearances at family events across the country this summer telling people why the all-new 2017 Chrysler Pacifica is the ultimate family vehicle. The PacifiKids will make their next appearance in Los Angeles during the [Super Saturday](#) event.

The campaign was created in partnership with the Chrysler brand's social media agency, Society.

The all-new 2017 Chrysler Pacifica lineup features five highly equipped models, starting at \$28,595 U.S. Manufacturer's Suggested Retail Price (MSRP), not including destination. Click [here](#) for more about the all-new 2017 Chrysler Pacifica.

### **Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the

segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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