

Chrysler Brand Launches California-specific Multimedia Marketing Campaign for Chrysler Pacifica Plug-in Hybrid Minivan

- Brand makes case for the Chrysler Pacifica Plug-in Hybrid minivan as the “Official Family Vehicle for California,” campaign lobbying efforts are made by the California state animal (the grizzly bear), bird (valley quail), reptile (desert tortoise) and rock (serpentine)
- 360-degree marketing campaign includes broadcast, print, radio digital, social and out-of-home, including billboards across state of California
- The Chrysler Pacifica Plug-in Hybrid minivan is the only electric hybrid minivan and #1 in J.D. Power 2017 U.S. Initial Quality Study
- The Chrysler Pacifica Plug-in Hybrid minivan qualifies for up to a \$7,500 federal tax credit, in addition to state (and local) and employer incentives

October 10, 2017, Auburn Hills, Mich. - The Chrysler brand is launching a multimedia marketing campaign in the state of California for the [Chrysler Pacifica Plug-in Hybrid](#) – the only hybrid minivan available on the market. In the campaign, which uniquely speaks to the California market's lifestyle and culture, the state symbols of the grizzly bear, valley quail, desert tortoise and (serpentine) rock act as lobbyists to recommend the Chrysler Pacifica Plug-in Hybrid minivan as the “Official Family Vehicle for California.” The 360-degree marketing campaign now launching across California includes broadcast, print, radio, digital, social and out-of-home, including billboards (Los Angeles and San Francisco). The broadcast and digital videos can be viewed [here](#).

“Forty percent of all hybrids are sold in the state of California — it's also the biggest minivan market in the country — so it makes perfect sense that we say the Chrysler Pacifica Hybrid is the ‘Official Family Vehicle for California,’” said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “With 84 miles MPGe in electric-only mode, 33 miles of all-electric range and seating for seven, the Chrysler Pacifica Plug-in Hybrid minivan is hands-down the most fuel-efficient family vehicle. Aligning the minivan with other easily identifiable California state symbols in a fun, engaging way is rooted in the vehicle's fuel efficiency, functionality, technology and its recognition as the most awarded minivan of 2016 and 2017.”

The Chrysler Pacifica Plug-in Hybrid minivan is the only electric hybrid minivan and number one in J.D. Power 2017 U.S. Initial Quality Study. The Chrysler Pacifica Plug-in Hybrid minivan qualifies for up to a \$7,500 federal tax credit, in addition to state (and local) and employer incentives.

The Chrysler brand also recently announced a first-of-its-kind family rideshare partnership with California-based [Kango](#). Chrysler Pacifica Plug-in Hybrid minivans will outfit Kango drivers with branded vehicles featuring state-of-the-art plug-in safety and technology features.

The Northwest Automotive Press Association (NWAPA) recently named the 2017 Chrysler Pacifica Hybrid the [Northwest Family Green Vehicle of the Year](#) at its annual Drive Revolution green car competition.

About the Chrysler Pacifica and Chrysler Pacifica Hybrid

The new Chrysler Pacifica reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. Re-engineered from the ground up on an all-new platform, the Pacifica delivers class-leading gasoline and hybrid powertrains to the minivan segment. Equipped with more than 100 available safety and security features, the Uconnect Theater rear seat entertainment system, and a full array of comfort and convenience technologies, the Chrysler Pacifica is a no-compromises minivan ideally suited for today's families and has earned its spot as the most awarded minivan of 2016 and 2017.

The Pacifica Hybrid takes this revolutionary vehicle a step further with its class-exclusive, innovative hybrid powertrain. It's the first electrified vehicle in the minivan segment and achieves 84 miles per gallon equivalent (MPGe) in electric-only mode and 33 miles of all-electric range. The Pacifica Hybrid has all the same great features available in the gas model along with the Uconnect Theater rear seat entertainment system.

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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