

Actor Eugenio Derbez to Voice Multicultural Spot for Chrysler Pacifica Marketing Campaign

- Eugenio Derbez (“Overboard,” “Dora and the Lost City of Gold,” “La Familia P. Luche”) takes on the persona of the Chrysler Pacifica for new multicultural 30-second spot “[Tough Decision](#),” debuting today on television and online
- Spot will air on top Hispanic networks that include Telemundo, estrellaTV, UniMas, Univision, Galavisión and Universo

April 1, 2019, Auburn Hills, Mich. - Top Hispanic actor, writer and director Eugenio Derbez is taking on a new character in a new marketing campaign for the Chrysler Pacifica with a new 30-second spot specifically created for the Hispanic market.

The 30-second spot, “[Tough Decision](#),” opens with a salesman attempting to convince a customer to purchase a Pacifica. Derbez lends his voice that brings the Chrysler Pacifica to life, giving the minivan a bold and buoyant personality that cannot wait to talk about all the benefits, features and details that the Pacifica has to offer. With its available class-exclusive hands-free dual sliding doors, Stow 'n Vac®, class-exclusive Stow 'n Go seating, Uconnect Theater with two 10-inch touchscreens, it is clear that this minivan speaks for itself.

“Advertising to multicultural consumers is a high priority for our company,” said Juan Torres, Head of Multicultural Advertising, FCA US LLC. “Today, the U.S. auto industry growth is largely driven by multicultural sales, and Latinos have a high affinity for the minivan segment. Collaborating with Eugenio Derbez allowed us to use his bold and fun attitude to match that of the minivan. The 30-second spot uses humor and Eugenio’s iconic voice to highlight the advantages of minivan ownership and communicate to consumers the unparalleled features of the Pacifica.”

The 30-second spot will air on top Hispanic networks that include Telemundo, estrellaTV, UniMas, Univision, Galavisión and Universo and can be viewed via the Chrysler brand’s official [YouTube](#) channel.

The Chrysler brand’s “Tough Decision” was created in partnership with Austin-based agency GSD&M.

2019 Chrysler Pacifica/Pacifica Hybrid

The Chrysler Pacifica and Pacifica Hybrid reinvent 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. The Pacifica Hybrid takes this revolutionary vehicle a step further with its innovative, advanced hybrid powertrain. It’s the first electrified vehicle in the minivan segment and achieves more than 80 miles per gallon equivalent (MPGe) in electric-only mode, an all-electric range of more than 30 miles and a total range of more than 500 miles.

With more than 100 available safety and security features, the Uconnect Theater rear-seat entertainment system, available 4G Wi-Fi and a full array of comfort and convenience technologies, the Chrysler Pacifica has earned its spot as the most awarded minivan since 2016, with both the Pacifica and Pacifica Hybrid serving as no-compromise minivans ideally suited for today’s families.

About Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology since the company was founded in 1925. The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler invented, with an unprecedented level of functionality, versatility, technology and bold styling. The Pacifica Hybrid takes this revolutionary vehicle a step further with its class-exclusive, innovative plug-in hybrid powertrain. It’s the first

electrified vehicle in the minivan segment and achieves more than 80 MPGe in electric-only mode, has an all-electric range of more than 30 miles and a total range of more than 500 miles. The Chrysler 300 lineup delivers on the brand's promise of iconic and elegant design executed with world-class performance, efficiency and quality – all at an attainable value. Chrysler is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

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