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## Chrysler Brand Launches Campaign for Hispanic Market

- New Chrysler brand campaign “Hero” specifically developed and created for Hispanic market
- 30-second commercial features all-new Chrysler Pacifica – the most awarded minivan of 2016 and 2017
- Campaign officially debuts this week on television and online
- Spot will air in top Hispanic markets including Chicago, Dallas, Houston, Los Angeles, Miami and more

June 21, 2017, Auburn Hills, Mich. - The Chrysler brand is launching a new campaign this week to share key features of the all-new Chrysler Pacifica with Hispanic customers.

“[Hero](#)” is a 30-second commercial featuring Pablo, a young boy attempting to impress the girl next door. Pablo utilizes Pacifica’s functionality, versatility, technology and bold styling to make the ride to school with his neighbor much more special. “Hero” will run across television, digital and social channels and will be also available on the [Chrysler brand's official YouTube channel](#).

“We built the all-new 2017 Chrysler Pacifica with kids in mind – and for the moms and dads who perform superhero feats every day – by designing a minivan with more than 100 available safety and security features to transform the minivan segment,” said Tim Kuniskis, Head of Passenger Cars, Dodge, SRT, Chrysler and FIAT, FCA – North America. “With a full array of comfort and convenience technologies, including hands-free sliding door, Uconnect Theater, ParkSense Rear Park Assist and our exclusive Stow ‘n Go, the Pacifica’s ‘super’ powers give parents and children the ability to play the role of hero in their everyday life.”

The campaign will air in top Hispanic markets including Austin, Chicago, Dallas, Houston, Fort Myers, Los Angeles, Las Vegas, Miami, New York, Orlando, Phoenix, Sacramento, San Antonio, San Diego, San Francisco, Tampa and West Palm Beach.

“Advertising to multicultural consumers is a high priority for our company,” said Juan Torres, Head of Multicultural Advertising, FCA US LLC. “Today, U.S. auto industry growth is largely driven by multicultural sales and Latinos have a high affinity for the minivan segment. Our campaign is tailored for bicultural Latino families and we use humor and an endearing story to showcase the unique features that make Chrysler Pacifica the ‘hero’ of all minivans.”

Chrysler’s “Hero” campaign was made in conjunction with Alma DDB.

### About Chrysler Pacifica

The [2017 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. With more than 100 available safety and security features, the all-new 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 the year.

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 84 miles per gallon equivalent (MPGe) in electric-only mode and 33 miles of all-electric range.

## 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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