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## **Actress Kathryn Hahn Stars in Marketing Campaign for the Chrysler Pacifica S; Five-part Video Series Airing Across TV, Digital and Social Launches Monday, March 5**

- The new advertising campaign starring actress Kathryn Hahn ("Bad Moms," "Transparent") for the Chrysler Pacifica S will span across television, digital and social, including Chrysler brand's [Facebook](#), [Twitter](#) and [Instagram](#) channels
- The five-part video series features music of Juvenile, Fergie, Montell Jordan, Chamillionaire and Scorpions
- First video, "[Soccer Practice](#)," debuts on television on Monday, March 5; all videos are viewable on Chrysler brand's [YouTube](#) channel

March 5, 2018, Auburn Hills, Mich. - Actress Kathryn Hahn is starring in a new marketing campaign for the new Chrysler Pacifica S. The real-life mother of two appears in a five-part video series that spans across television, digital and the Chrysler brand's social channels. The award-winning Chrysler Pacifica minivan is now available with a new attitude, courtesy of the [S Appearance Package](#), featuring black accents both inside and out. The five-part video series will break across television, digital and online starting on Monday, March 5, 2018.

The campaign features Hahn as a mom who doesn't sacrifice having fun, whether it's picking up the kids from school, a night out with the girls or unloading the groceries in her Chrysler Pacifica S. The [Chrysler Pacifica S Appearance Package](#) shown in the series features a customized, athletic look with black accents inside and out and is available on 2018 Pacifica Touring Plus, Touring L, Touring L Plus and Limited models.

The videos are set against music that spans the '80s, '90s and the '00s, including Juvenile ("Back That Thang Up"), Fergie ("M.I.L.F. \$"), Montell Jordan ("This Is How We Do It"), Chamillionaire ("Ridin") and Scorpions ("Rock You Like A Hurricane").

"This campaign spoke to me as both a mom who spends a lot of time with my kids while driving and as someone who still likes to turn up the volume after I've dropped them off at school," said Kathryn Hahn.

View the [five-part video series](#) below:

"[Soccer Practice](#):" To run across television, social and digital

"[Back That Thing Up](#):" To run across television, social and digital

"[My Jam](#):" To run across television, social and digital

"[School Pick-Up](#):" To run across social and digital

"[Parking Ticket](#):" To run across digital and social

The Chrysler brand created the campaign in partnership with Doner.

### **About the Chrysler Pacifica**

The 2018 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 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 S Appearance Package features Gloss Black accents throughout the exterior, including grille surrounds, eyebrow accents on headlamps, daylight opening molding and rear valance molding. Eighteen-inch wheels with a Black Noise finish are standard, while 20-inch Black Noise wheels are available. The Chrysler wing badges on the front and rear are Black Noise with a Gloss Black insert, while the "Pacifica" and "S" badges in the rear are also in Black Noise.

Inside, the S Appearance Package includes black seats with Light Diesel Gray accents and the "S" logo; Light Diesel Gray stitching and Piano Black accents on the steering wheel; and Light Diesel Gray stitching and Anodized Ice Cave bezels on the instrument panel and door trim. All other interior elements are fully black, including the front overhead console, headliner, visors, second and third-row cargo lighting bezel, A-pillar trim and center console.

The Chrysler Pacifica S Appearance Package is available for \$595 U.S. Manufacturer's Suggested Retail Price (MSRP) and can be added to any Touring Plus, Touring L, Touring L Plus or Limited models in any exterior paint color. The 20-inch Black Noise wheels can be added to any model equipped with the S Appearance Package for an additional \$995 MSRP. The S Appearance Package will be available to order this week and in dealer showrooms this fall.

### **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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