

## The Chrysler Brand Drives Into Spring With New Marketing Campaign for the Chrysler Pacifica and Pacifica Hybrid

- Oscar-winning actor Jamie Foxx takes on the persona of the Chrysler Pacifica and Pacifica Hybrid for campaign spanning across television, digital and social, including Chryslerbrand's [Facebook](#), [Twitter](#) and [Instagram](#) channels
- First of four videos, "[Are We a Van Family](#)," debuts today on television

March 4, 2019, Auburn Hills, Mich. - Oscar-winning actor Jamie Foxx is taking on a new role in a new marketing campaign for the [Chrysler Pacifica and Chrysler Pacifica Hybrid](#). Foxx is lending his voice to take on the persona of the Pacifica and Pacifica Hybrid as the minivan has a lot to say about the Pacifica's unprecedented level of functionality, versatility, technology and bold styling. The first of a four-part video series launches today across broadcast, digital and Chrysler brand social channels.

"As voiced by Jamie Foxx, whose bold and distinctive attitude matches that of the minivan, the campaign offers a fun and engaging way to both challenge the perceptions of minivan ownership and communicate to consumers the unparalleled features of both vehicles," said Olivier Francois, Chief Marketing Officer, FCA.

The campaign brings the Chrysler Pacifica and Pacifica Hybrid to life as Foxx gives each minivan a confident and witty attitude that cannot wait to talk about all the benefits, features and details that the Pacifica and Pacifica Hybrid have 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, and the Pacifica Hybrid's available all-electric range of more than 30 miles and a total range of more than 500 miles, there is no sign of this minivan staying quiet any time soon.

The first video, "[Are We a Van Family](#)," in the four-part series will debut today via broadcast while remaining videos will continue to rollout throughout the year.

The Chrysler brand created the campaign 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.

### 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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