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Chrysler Brand's 2011 Super Bowl Commercial "Born of Fire" Takes Home Five Awards at the Cannes Lions 58th International Festival of Creativity

- Four Gold Lions awarded to the brand for Best Direction, Best Script, Best Use of Music and Best Automotive Commercial
- Bronze Lion awarded to the brand for Best Editing

June 24, 2011, Cannes, France - The Chrysler brand's 2011 Super Bowl commercial "Born of Fire" was honored today with five awards at the Cannes Lions 58th International Festival of Creativity held in Cannes, France. Four "Gold Lions" were awarded to the brand for Best Direction, Best Use of Music, Best Script and Best Automotive Commercial. The brand also took home a "Bronze Lion" for Best Editing. Cannes Lions is the world's leading celebration of creativity in communications where over 24,000 entries from all over the world are showcased and judged. Chrysler brand's national advertising campaign was created in partnership with Wieden+Kennedy of Portland, Ore.

"The Chrysler Brand is humbled to be awarded with such a prestigious honor at the Cannes Lions International Festival of Creativity," said Olivier Francois, President and CEO – Chrysler Brand and Lead Executive for Marketing, Chrysler Group LLC. "The 'Born of Fire' commercial and the 'Imported from Detroit' campaign describes the comeback of the Chrysler brand and truly defines American luxury. The Chrysler brand team would like to thank all of our partners who helped us to create such an impactful campaign. However, the true honor should go to the hard-working and determined employees of Chrysler Group and the people of Detroit who served as the inspiration for this campaign and gave us the backdrop to create something truly amazing."

"Born of Fire" debuted at the 2011 Super Bowl and was designed to generate a conversation about the Chrysler brand and the new 2011 Chrysler 200 sedan. The two-minute commercial, which was also a Super Bowl first, ignited a spark throughout the United States, as many felt a connection to the attitude and work ethic portrayed in the scenes and narration. The spot reflects where the brand is headed and pays tribute to its industrial roots. While the commercial focused on Detroit, in many ways, it encapsulated the spirit of the country and the comeback of the Chrysler brand and Chrysler Group.

The Chrysler brand chose internationally known Detroiters, Eminem and his song "Lose Yourself" because the lyrics speak to the ability to do anything we set our mind to and that failure is not an option. The Chrysler brand, the company and its employees have adopted the principle that failure is not an option.

Born of Fire also revealed the tagline for the brand, "Imported from Detroit," created to convey the message that one does not have to cross an ocean to obtain luxury – it's available right here and evident in the Chrysler brand product lineup.

Earlier this year, the Chrysler brand introduced "Imported from Detroit" merchandise on the brand's website (<http://www.chrysler.com>). The collection features an array of products with the "Imported from Detroit" logo which represents the hardworking spirit captured and celebrated in the Chrysler brand's Super Bowl commercial. In keeping with the spirit in which the logo was created, a portion of the proceeds from the sale of "Imported from Detroit" merchandise found on Chrysler.com will go to four Detroit-area charities.

Charities are as follows:

- The Marshall Mathers Foundation

- Boys & Girls Clubs of Southeastern Michigan – <http://www.bgscsm.org>
- Habitat for Humanity Detroit – <http://www.habitatdetroit.org>
- Think Detroit PAL – <http://thinkdetroitpal.org/index.asp>

There is only one true "Born of Fire" commercial and it was created by the Chrysler brand.

About the 58th Cannes Lions International Festival of Creativity, Cannes, France

The International Festival of Creativity – Cannes Lions – is the world's leading celebration of creativity in communications. As the most prestigious international annual advertising awards, over 24,000 entries from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy honoring the most creative film, print, outdoor, interactive, radio, film craft, design, sales promotion & activation and integrated advertising, as well as the best media, direct marketing, PR, titanium and creative effectiveness ideas. The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. Over 8,000 delegates from 95 countries attend seven days of exhibitions, screenings, as well as over 50 high-profile seminars, 30 workshops and master classes presented by renowned worldwide industry leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communication.

About Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology – all at an extraordinary value – since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of a Sebring Convertible, or the "family room on wheels" functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country, Four-Cylinder Fuel Saver Technology in the Chrysler 300 and Uconnect phone utilizing Bluetooth technology on the Chrysler Sebring and Chrysler Sebring Convertible. Both Sebring models also achieve 30-mpg highway fuel economy.

Chrysler celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 segment-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. The 2010 Chrysler Town & Country continues to set the mark in minivan value with more than 40 new or improved features from the previous generation, including unsurpassed 17 city / 25 highway mpg fuel economy. The 2010 Chrysler Town & Country is also the first minivan in the segment to feature the all-new Blind Spot Monitoring and Rear Cross Path advance safety systems.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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