

## **Chrysler Brand's 2011 Super Bowl Commercial 'Born of Fire' Wins Creative Arts Emmy Award**

- Awarded Emmy for 'Outstanding Commercial'

September 10, 2011, Auburn Hills, Mich. - The Academy of Television Arts & Sciences awarded the 2010-2011 Creative Arts Primetime Emmy Awards for programs and individual achievements at the 63rd Emmy Awards presentation. An Emmy was awarded to the Chrysler brand's 2011 Super Bowl commercial "Born of Fire." The awards took place on Saturday, Sept 10 at the Nokia Theatre in Los Angeles.

"The Chrysler Brand is thrilled to win a Creative Arts Emmy Award for our Super Bowl commercial, 'Born of Fire,'" said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "Born of Fire was more than a commercial about the Chrysler 200, it was our anthem and signified the return of the Chrysler Brand and our Company. We are honored to be given this award and would like to share it with the wonderful people of Detroit who served as our inspiration and, of course, the hard-working employees of Chrysler Group LLC."

Born of Fire debuted at the 2011 Super Bowl and was designed to generate a conversation about the Chrysler brand and the 2011 Chrysler 200. 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.

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 [www.Chrysler.com](http://www.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>

### **About Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, groundbreaking technology, craftsmanship and intuitive innovation – all at an extraordinary value – since the company was founded in 1925.

The Chrysler brand continues that tradition in 2011 with a rejuvenated, stylish, well-crafted product lineup. Every 2011 vehicle the brand sells is all-new or significantly redesigned and engineered from the ground up. This succession of innovative product introductions propels the brand's standing as the leader in design, engineering and value. "Design

with purpose" puts the premium for the Chrysler brand in the product, not the price.

The new Chrysler Town & Country minivan, the best-selling minivan in the United States in 2010, leads the way with a new powertrain offering best-in-class horsepower; an all-new, exquisitely crafted interior that includes improved Stow 'n Go® seating and storage system; an updated, elegant exterior design and over 40 standard safety and technology features on every model, including SafetyTec which includes blind spot monitoring, rear cross path detection, ParkSense® rear park assist, ParkView® rear back-up camera, rain-sensing wipers and SmartBeam headlamps. The Chrysler Town & Country minivan has won the R.L. Polk Loyalty award an unprecedented 10 times in-a-row.

The new 2011 Chrysler 200 sedan and Convertible offer elegant styling within a vehicle segment often noted for its "sea of sameness." A stylish new exterior and all-new interior will wow consumers with its craftsmanship, high-quality materials and understated elegance. The new powertrain and major suspension overhaul provides a confident, spirited driving experience. Every safety feature is standard on the 200 sedan and 200 Convertible, and all models are packed with standard features at a price that offers customers a remarkable value.

With its elegant proportions and head-turning style, the all-new 2011 Chrysler 300 takes the "most award-winning new car ever" to new heights – combining the best of the nameplate's 56-year history with world-class craftsmanship, execution and upscale materials. Unmistakable proportions with added design, refinement and a more tailored appearance provides the all-new Chrysler 300 sedans with distinctive styling. By combining world-class accommodations with American style, the all-new Chrysler 300's interior features an expressive and elegant design with authentic materials, passenger comfort features and precise fit and finish. The 2011 Chrysler 300 sedans deliver grand-touring performance and world-class handling with efficient powertrains and new second-generation E-segment chassis architecture. Customers will feel connected, comfortable and secure with state-of-the-art connectivity, infotainment and more than 70 safety and security features. The iconic vehicle of the Chrysler brand sets the new standard for American sedans.

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