

Chrysler Brand Brings 'Vanlightenment' to Consumers With Multimedia Marketing Campaign for Chrysler Pacifica and Pacifica Hybrid

- New campaign "Vanlightenment" for the Chrysler Pacifica and Pacifica Hybrid spans television, digital and social media, including Chrysler brand's [Facebook](#), [Twitter](#) and [Instagram](#) channels
- Through relatable scenarios of real-life challenges, campaign humorously showcases how the Chrysler Pacifica serves as a support system for families and brings harmony within their chaotic lives
- "Vanlightenment" features three 30-second spots with the broadcast debut of "Courage;" all videos are now viewable on the Chrysler brand's official [YouTube](#) channel

March 22, 2023, Auburn Hills, Mich. - Chrysler brand is launching a new multimedia advertising campaign for the [Chrysler Pacifica](#) and Pacifica Hybrid that comically showcases the chaotic lives that families lead, while highlighting the harmony that the minivan's ingenious Stow 'n Go, Stow 'n Vac, infotainment with Amazon FireTV, and unprecedented plug-in hybrid range and fuel economy confirms Pacifica's role as the ultimate solution for parents to achieve "Vanlightenment."

"With this campaign, we wanted to bring a bit of light-heartedness to the daily chaos that our Chrysler Pacifica and Pacifica Hybrid owners may experience," said Marissa Hunter, senior vice president of marketing, Stellantis North America. "'Vanlightenment' recognizes that while raising a family is a beautiful event, it often can be challenging and in need of having the right tool or in this case, the right vehicle, that can deliver a sense of peace and order."

"The Chrysler brand is committed to delivering harmony in our customers' driving and ownership experiences that makes their lives easier with innovative high-tech features, award-winning interior design, comfort and safety technology," said Chris Feuell, Chrysler brand CEO – Stellantis. "The Chrysler Pacifica and Pacifica Hybrid are specifically designed as the ultimate family vehicle that simplifies and streamlines everyday life, offering innovative and premium seating and storage to carry everything, screens for every child and seamlessly connected infotainment and safety features."

The premiere 30-second television spot, "[Courage](#)," features a relatable scenario of how traveling long distances can be chaotic and stressful, especially if you have the wrong vehicle. However, "vanlightenment" is found with the Chrysler Pacifica Hybrid, allowing parents to have the courage and the peace of mind that their vehicle can not only go further, but also will keep their kids calm and entertained with Amazon FireTV and its premium interior.

Two additional 30-second spots are now viewable on the Chrysler brand's official YouTube channel

"[Personal Space](#)" (30 seconds)

"[Inner Peace](#)" (30 seconds)

The Chrysler brand created the campaign in partnership with Doner.

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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