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“The Dark Knight Rises” and Chrysler Present: Imported From Gotham City

-- Rise to the Challenge --

June 14, 2012, Burbank, Calif. - Warner Bros. Pictures and the Chrysler brand have teamed up to bring fans the opportunity of a lifetime surrounding the July 20th release of “The Dark Knight Rises,” the much-anticipated conclusion to the blockbuster Dark Knight trilogy. Today marks the launch of the “Imported from Gotham City” contest, allowing fans to create an original co-branded TV spot featuring these two iconic brands. Director/writer/producer Christopher Nolan will select the winning spot, which will debut on television around the release of the film.

Contestants will have two weeks to create their “Imported from Gotham City” original commercial utilizing a suite of assets, including Chrysler 300 car footage, film footage and music stems from the trailer that contestants can remix for their spot. At the conclusion of the contest, a gallery of submissions will go live on Saturday, June 30, kicking off a four-day public voting period when fans can weigh-in on their favorite Gotham City collaboration.

The top three finalists will be announced online and Christopher Nolan will personally choose the winner.

"We're excited for the opportunity to tap into the creative community online and allow those who participate to showcase their talent and passion. We look forward to seeing what unique spots people produce," says Nolan.

The winning spot will be determined by a number of judging criteria, including public vote, originality, creativity, memorability and brand effectiveness. Warner Bros. and Chrysler will debut the winning commercial on national television the week of the film's release - watch for specific date and airing details to be announced shortly. The winner will receive a trip to Hollywood to finish their spot alongside a professional editor before traveling to New York City to attend the red carpet premiere screening of “The Dark Knight Rises” on Monday, July 16.

Playing off Chrysler brand's “Imported from Detroit” advertising campaign, the contest pushes the realm of the user-generated contest to a new level, allowing fans to take to the driver's seat and test their creative skills within the world of Gotham City.

Apart from the winning contest spot, Chrysler will unveil another 30-second, co-branded television spot titled “Imported from Gotham City” in celebration of the partnership with Warner Bros. Pictures. Directed by Stacy Wall, the spot was designed and shot to look and feel similar to the world of the “The Dark Knight Rises.” Featuring a 2012 Chrysler 300, the spot will make its broadcast debut on Tuesday, June 19, on the NBC network. A 60-second spot will also run online. Once live, both spots will be available on the Chrysler brand YouTube channel at www.YouTube.com/Chrysler.

“The 2012 Chrysler 300 featured in this marketing and advertising campaign was created intentionally to look as if it could be driven on the streets and fit in to the nightlife of Gotham City; it's clearly a vehicle that stands out and makes one take notice,” said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC.

For fans of the film, “Imported from Gotham City” merchandise including t-shirts and hats will be available for purchase at Chrysler's “Imported from Detroit” site at www.ifdstore.com.

For more information and the official rules regarding the “Imported from Gotham City” contest, visit www.importedfromgothamcity.com.

About “The Dark Knight Rises”

Opening in theatres and IMAX on July 20, 2012, “The Dark Knight Rises” stars Christian Bale, Michael Caine, Gary Oldman, Anne Hathaway, Tom Hardy, Marion Cotillard, Joseph Gordon-Levitt, and Morgan Freeman. Christopher Nolan directed the film from a screenplay by Jonathan Nolan and Christopher Nolan, story by Christopher Nolan & David S. Goyer. Emma Thomas, Christopher Nolan and Charles Roven are the producers, with Benjamin Melniker, Michael E. Uslan, Kevin De La Noy and Thomas Tull serving as executive producers, and Jordan Goldberg co-producing. “The Dark Knight Rises” is based upon Batman characters created by Bob Kane and published by DC Comics.

Warner Bros. Pictures presents, in association with Legendary Pictures, a Syncopy Production, a Film by Christopher Nolan, “The Dark Knight Rises,” to be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company. The film has been rated PG-13 for intense sequences of violence and action, some sensuality and language. www.thedarkknighttrises.com

About Chrysler Brand

The spirit of hard work and the belief that luxury shouldn't be a luxury. Earning your place without forgetting where you're from. Luxury and quality conceived and developed domestically. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2012 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. The 2012 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible — with a power soft or hardtop — offers an open-air experience featuring elegant craftsmanship. The 2012 Chrysler Town & Country minivan is beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow 'n Go® seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country's innovative offerings.

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