

Chrysler Brand Debuts “Miggy at the Bat” Advertising Campaign Celebrating the All-New Chrysler 200 and Baseball MVP Miguel Cabrera

- Three on-air spots celebrate the launch of the all-new 2015 Chrysler 200, including a 30-second national on-air television commercial “Miggy at the Bat,” paying homage to baseball’s iconic poem “Casey at the Bat”
- Two additional 30-second on-air spots “In the Right Hands” and “Game Changers” to run in targeted cable placements

September 19, 2014, Auburn Hills, Mich. - The Chrysler brand debuts three on-air new spots as part of its new advertising campaign celebrating the launch of the all-new 2015 Chrysler 200. The on-air campaign, featuring baseball MVP Miguel Cabrera, takes its cue from the iconic poem “[Casey at the Bat](#)” by Ernest Thayer. The campaign launches in the U.S. this weekend (9/20).

“There’s a strong-hold in the mid-size segment, and there are established leaders. The Chrysler 200 has come to compete,” said Olivier Francois, Chief Marketing Officer, Chrysler Group, LLC. “Miguel Cabrera exemplifies the exuberance, energy, passion and fortitude of those whose hard work made the all-new 2015 Chrysler 200 possible. And like Miggy at bat, the Chrysler 200 steps up to the plate as a competent player and aims to change the game.”

The 30-second national television commercial “Miggy at the Bat” is an adaptation of the famous baseball poem “Casey at the Bat” with a twist. A 60-second longer form video of “[Miggy at the Bat](#)” can also be found on the Chrysler brand’s YouTube page. Two additional on-air spots will have targeted cable placement: the 30-second spot “[In the Right Hands](#)” speaks to the fact that the right tool in the hands of the right person can turn something ordinary into something transcendent. The 30-second spot “[Game Changers](#)” focuses on how Miguel Cabrera is changing the game of baseball every single time he puts on his glove and picks up his bat.

The commercials are narrated by Kevin Yon (the voice behind the Chrysler brand’s “[Born Makers](#)” and “[Born of Fire](#)” commercials) and were created in partnership by full-service advertising agency Doner.

The spots serve as a continuation of Chrysler brand’s relationship with Miguel Cabrera, MLB’s first Triple Crown winner in more than 40 years, which was established in the fall of 2013. It is the second campaign partnership with the baseball superstar. Last fall, the Chrysler brand debuted its “[Road to Greatness](#)” campaign featuring Miguel Cabrera, which aired during Major League Baseball’s American and National League Championship Series and World Series.

The Chrysler brand currently displays the all-new 2015 Chrysler 200 on the building wrap of Chrysler Group Headquarters in Auburn Hills, Mich.

About 2015 Chrysler 200

Exquisite style meets exceptional performance in the All-New 2015 Chrysler 200. The Chrysler 200 leapfrogs expectations for a mid-size car with an elegant exterior design, a thoughtful, beautifully crafted interior and an exceptional driving experience complements of a segment-first nine-speed automatic transmission and an all-new chassis. With highway fuel economy of 36 miles per gallon; the most available safety and security features in the segment with 60; an available, best-in-class all-wheel drive system; easy-to-use, state-of-the-art technology and a starting U.S. Manufacturer’s Suggested Retail Price (MSRP) of just \$21,700, the all-new 2015 Chrysler 200 is a car that customers will be proud to own, at a price they will appreciate. The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan.

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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