

## Chrysler Brand Launches New Multimedia Marketing Campaign for Chrysler Pacifica and Pacifica Hybrid

- New campaign "Van Life" for the Chrysler Pacifica and Pacifica Hybrid spans across television, digital and social media, including Chrysler brand's [Facebook](#), [Twitter](#) and [Instagram](#) channels
- Campaign humorously parodies the #VanLife influencer lifestyle, highlighting how the Chrysler Pacifica is the #VanLife for #RealLife parents
- "Van Life" features three new 30-second spots with the broadcast debut of "Duel;" all videos are now viewable on the Chrysler brand's official YouTube channel

May 17, 2022, Auburn Hills, Mich. - Chrysler brand is launching a new multimedia advertising campaign for the [Chrysler Pacifica and Pacifica Hybrid](#) with some comic relief comparing the freedom of the #VanLife influencer lifestyle with the Pacifica as the more ideal choice for parents living their best "real life." "Van Life" features three new 30-second spots with the broadcast debut of "[Duel](#)." The three videos are now viewable on the Chrysler brand's official [YouTube](#) channel.

"The current van lifestyle phenomenon presented an opportunity for us to inject some levity into our newest Chrysler campaign," said Olivier Francois, global chief marketing officer, Stellantis. "What our Chrysler Pacifica and Pacifica Hybrid owners want and need is not what many van influencers want from their vehicles. Knowing this, we designed a light-hearted campaign that puts a spotlight on the unprecedented features and versatility of the Pacifica minivan from a family perspective."

"The van life of everyday families is different from what many might see in pictures and video across social media," said Chris Feuell, Chrysler brand CEO – Stellantis. "Our Pacifica and Pacifica Hybrid owners want premium features like Nappa leather seats. Screens for every child. An ingenious space with storage to carry everything. Seamlessly connected infotainment and safety features. And yes, even a built-in vacuum. This the van life that our owners and families crave, and this is what van life means for the Chrysler brand."

In the premiere 30-second television spot, "[Duel](#)," #VanLife" influencers square off with the owners of a Chrysler Pacifica. Two additional 30-second spots will run across the brand's social media channels:

"[Beach](#)" (30 seconds)

"[Farmers Market](#)" (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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