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Dodge Brand's "Wisdom" a Viral Sensation Video Celebrating Brand's 100th Anniversary Smashes Chrysler Group YouTube Record With More Than 4 Million Views in 24 Hours

The Dodge brand is celebrating its 100th anniversary with a new video starring centenarians, which debuted Thursday, April 16 during the New York International Auto Show and quickly became a viral hit amassing more than 4,444,714 views in less than 24 hours - surpassing the 24-hour record views previously held by such Chrysler Group iconic Super Bowl commercials as "Born of Fire" (790,258), "Farmer" (542,817), "Whole Again" (321,798), "Halftime in America" (444,420) and "America's Import" (246,603).

Dodge Brand President and CEO Tim Kuniskis revealed the spot as part of the highly anticipated reveals of the brand's all-new 2015 Dodge Challenger and Dodge Charger. The original video went online at 11:30 a.m. EST, with a "Director's Cut" posted at 3 p.m. ET, on April 16 on the brand's social media channels, including Facebook, Twitter and YouTube, and it quickly went viral.

To commemorate the brand's century mark, the ad honors centenarians and celebrates their 100 years, giving them voice to offer hard-earned words of wisdom to viewers: "I want to tell the world what I have learned." "Learn from your mistakes." "Live for now." "Because life is good, you make it good." "There are miracles all around you." As the spot progresses, their words begin to take on more attitude and defiance, as the sounds of an engine roars in the background. "Keep your eyes open and sometimes your mouth shut." "Be Strong." "Don't complain." "Don't always do what you're told to do." "Don't be afraid." "Suck it up!" "Hesitate and you lose!" "Be a bad boy!" "Raise hell!" "Put your pedal to the medal." "Live fast!" "And never, ever, forget where you came from."

"You learn a lot in 100 years," says on-screen copy, as a 2015 Challenger screeches out of the frame. "Dodge. Born 1914."



"This video shows the power of storytelling and human connection at its best," said Olivier Francois, Chief Marketing Officer of Chrysler Group LLC. "It has aired online only, without television or print support, and has already smashed records, reaching more than 4 million viewers in less than one day. There is no other brand that could do 'Wisdom' because there's only one Dodge. It has a DNA that's just not like the others. And, like the centenarians featured in this video, it's got 100 years of attitude behind it."

The video is also in the running for Adweek's Top 5 Commercials of the week. Viewers can vote here: <http://www.adweek.com/news/advertising-branding/adweeks-top-5-commercials-week-april-11-18-157091>

Click here to view the videos:

Director's Cut: <http://youtu.be/-ncjRfmYFu4>

Original: <http://youtu.be/uKoTpcs8ip8>

About Dodge

The Dodge brand is tearing into its centennial year as America's mainstream performance brand, celebrating its 100th anniversary on July 1, 2014. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The consolidated Dodge and SRT brands will offer a complete lineup of performance vehicles that stand out within their own segments. Dodge will be the "mainstream performance" brand within the Chrysler showroom. SRT will be positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2015 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and Dodge Viper SRT.

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