



## Daily News Update from Chrysler Group February 9, 2011

Below is a sample of news articles about the Chrysler Group for Feb. 9, 2011. Today's summary includes these reports:

- **Chicago Auto Show reaches out to the blogosphere**
  - **Eminem Super Bowl ad sparks lasting buzz for Chrysler**
  - **Chrysler 200 Super Bowl ad sends viewers scrambling to Kbb.com**
  - **Grand Cherokee Limited 4x4 audio tech**
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- **Chicago Auto Show reaches out to the blogosphere, *Detroit News*, Feb. 9**
    - The Chicago Auto Show is going viral - bloggers, tweeters and Facebook followers by the hundreds will attend the show's second media day Thursday — invited by the automakers — to create buzz about new vehicles, the *Detroit News* said. They'll attend presentations about new vehicles and, in some cases, join test drives — events typically reserved for the automotive press, the *News* said. The Chicago show is another example of the industry's growing embrace of social media, such as Facebook and Twitter, as an inexpensive way to create a buzz about vehicles and drive consumers to showrooms, the *News* said. "Facebooking and social media are becoming a way to unveil vehicles with lower cost and more hype," Dave Sullivan, product analyst with AutoPacific in Troy, said in the article. "Auto shows are now competing with social media." Chrysler invited more than 100 people, mostly lifestyle bloggers, to a series of its product presentations, the *News* said.
  
  - **Eminem Super Bowl ad sparks lasting buzz for Chrysler, *Wall Street Journal*, Feb. 8**
    - If you haven't seen the two-minute commercial that Chrysler Group LLC ran during the Super Bowl on Sunday, it's worth taking a look, the *Wall Street Journal* said. The spot has gone viral, racking up more than 3.5 million views on YouTube and occupying hours of sports-talk time on radio stations across the country, the *Journal* said. According to market researchers who tracked the impact of Super Bowl commercials, the Chrysler ad sparked a dramatic spike in online shopping for the company's models, the *Journal* said. "My blackberry started burning up right after the commercial with people talking about it," said David Kelleher, owner David Dodge Chrysler Jeep in Philadelphia, the *Journal* said. Kelleher told his salesmen to move the eight Chrysler 200s they have in stock to the front of the lot and to put one in his showroom, the article said. "I have about 20 Chrysler 200s on the way and I just in an order for another 12," he told the *Journal*.
  
  - **Chrysler 200 Super Bowl ad sends viewers scrambling to Kbb.com, RBR.com/TVBR.com, Feb. 8**
    - Kelley Blue Book ranked online traffic for its website [www.kbb.com](http://www.kbb.com) following the airing of eight auto ads during Super Bowl XLV, the broadcast websites [RBR.com/TVBR.com](http://RBR.com/TVBR.com) said. The biggest surge in web traffic went to the Chrysler 200 ad starring Eminem with the now infamous tagline, "Imported from Detroit," the website said. The two-minute Chrysler 200 ad scored a 1013% increase in traffic for the specific model, the article

said. The Volkswagen New Beetle created a 293% surge and Hyundai Elantra's ad drove a 270% increase for that vehicle on kbb.com, the report said.

- **Grand Cherokee Limited 4x4 audio tech**, *Edmunds Inside Line*, Feb. 5
- The latest Jeep® Grand Cherokee is laden with tech, but Chrysler went with a super low-key Alpine system that nonetheless stands out from the crowd, Edmunds Inside Line said. The Alpine system in the 2011 Jeep Grand Cherokee Limited 4x4 I tested consists of 10 speakers powered by 506 watts, the review said. The Alpine system in the Grand Cherokee scored well above average in every sound quality category and hit even higher marks in certain ones with particular tracks, the article said. Overall, tonal balance was smooth, and timbre and tonal accuracy were close enough to lifelike to please all but the most demanding audiophiles, the article said. Many high-end sedans - even with premium systems and with more speakers and power - don't sound this good, Edmunds Inside Line said.