

## EMINEM TAPPED FOR CHRYSLER'S "BORN OF FIRE" SUPER BOWL AD



Chrysler tapped rap superstar Eminem to promote the new Chrysler 200 in their recently debuted "Born of Fire" Super Bowl ad. In addition to their new spokesperson, the company revealed a new tagline that is sure to hit home stateside: "Imported From Detroit." According to President and CEO of Chrysler Brand Olivier Francois (who is also the Lead Executive for Marketing, Chrysler Group LLC), "Super Bowl advertising is about making a statement and capturing the attention of the audience. 'Born of Fire' is designed to generate conversation about the brand and the new 2011 Chrysler 200. The spot reflects where the brand is headed and pays tribute to our industrial roots." In addition to using Eminem, Chrysler played his oscar-nominated "Lose Yourself" over the spot. According to the company, the message generated by the lyrics, was the reason for the song choice. "The Chrysler brand, the company and its employees have adopted the principle that failure is not an option," said Francois. A clay version of Eminem was also featured in a Super Bowl ad for Lipton Iced Tea.

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