

## NEW DODGE DART ADVERTISEMENT



The Chrysler Group has recently posted up its new television advertisement for one of its cars, the 2013 Dodge Dart. The new advertisement is entitled How to Make the Most Hi-Tech Car and will be featuring on the NFL season opener, which is airing on NBC. As this advertisement is featured during the season opener, it will mark a beginning of an entirely different approach of advertising. The first television advertisement for the 2013 Dodge Dart was aired during the Olympics and was named How to Chance Cars Forever. The new advertisement is almost like a second chapter to the first advertisement that was featured during the Olympic Games. The background of the advertisement is very catchy and shows a number of different images, all of which basically paint a picture and tell a story. The very first advertisement for the 2013 Dodge Dart gave people a better idea on how a car comes about, basically how it goes from being just an idea or thought to actually turning into an entire production. It was amazing that an advertisement could tell such a story while only lasting for around 1 minute and 30 seconds. This new advertisement, on the other hand, takes a more innovative approach on showing off some of the new and fancy features that the Dart is equipped with. The new commercial lasts for a total of 32 seconds and basically shows how the Chrysler Group had the ability to develop a customizable TFT screen directly inside of the Dodge Dart. The advertisement is a bit fictional, showing that the company built a time machine in order to travel through time and come up with a futuristic idea for the dashboard display. Upon traveling back to the year 2012, the futuristic individual was able to create and design such a unique display for the vehicle. While it is fictional, it is still fairly interesting to watch. The CEO and President for the Dodge Brand at the Chrysler Group, Reid Bigland, has said, "With August sales of more than 3,000 units and two consecutive months of nearly 300 percent increases, we are very pleased with how the Dodge Dart has been received in the marketplace." He also said, "We have been steadily ramping up dealer inventories of the Dart throughout the summer, and the fall marketing campaign will make sure everyone knows about this world-class vehicle that offers segment-leading technology and benefits never before found in a compact car." The new advertisement will be featured on the kickoff of the NFL season and will also appear throughout various other NFL games as well.