

2015 CHRYSLER CATALOG STYLE
LOOK • FEEL • DESIGN
UNION ADWORKS



with a focus on

AMERICAN CULTURE + ART + DESIGN

MAY 15, 2014



MESSAGING

BEHOLD YOU:
AN ORIGINAL

Because an idea or design is never
as inspiring as the route taken
by original people.

To see and perceive, feel and hope
in only the way that you can
and the way that you do.

It is beauty
in the eye of the beholder.

DESIGN YOUR LIFE

AND WE'LL GET YOU THERE

It's not what your car says about you,
it's what you say about your choice of one. It's how you
build your home and family. Your fashion, education, work,
the words you choose and the passions you pursue.

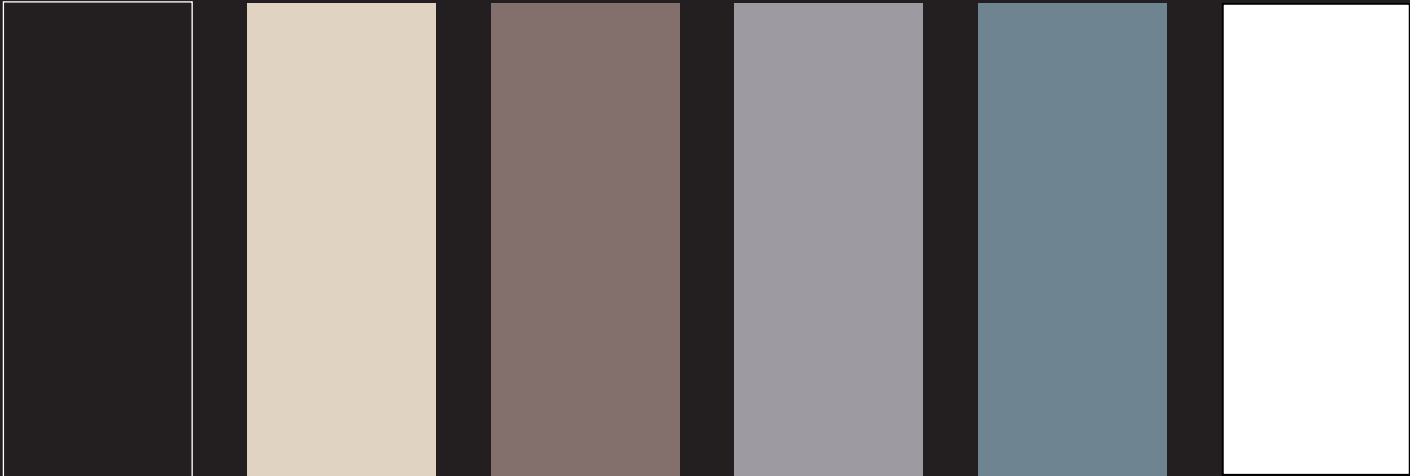
You decide your life and style;
your vehicle should never claim to speak on your behalf.

At Chrysler, we know that when we do our best;
when we make a vehicle that is strong and safe, versatile
and innovative, responsive and reliable, beautiful and luxurious
to the touch and to the eye; that it complements you.

And becomes part of your story.



TONES
WARM + NEUTRAL+ CLEAN



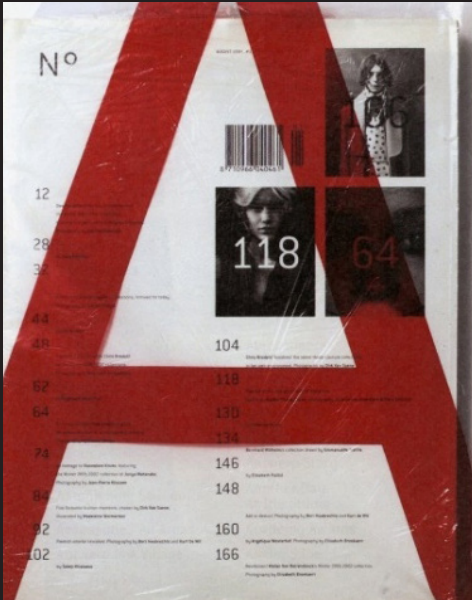


TONES
WARM + NEUTRAL+ CLEAN



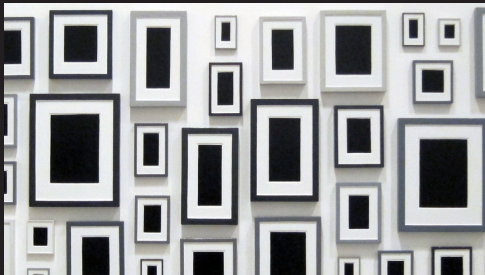
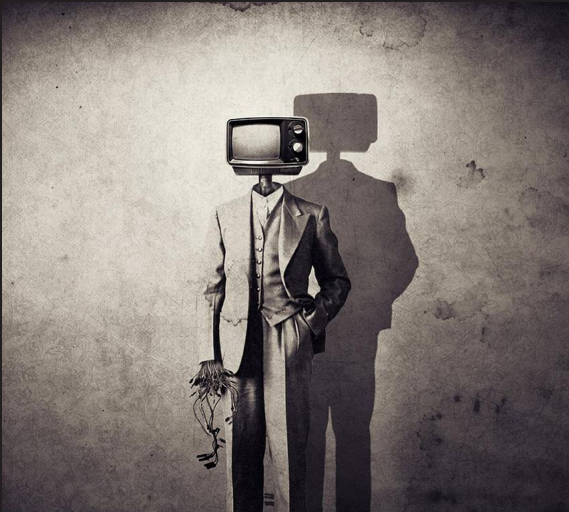
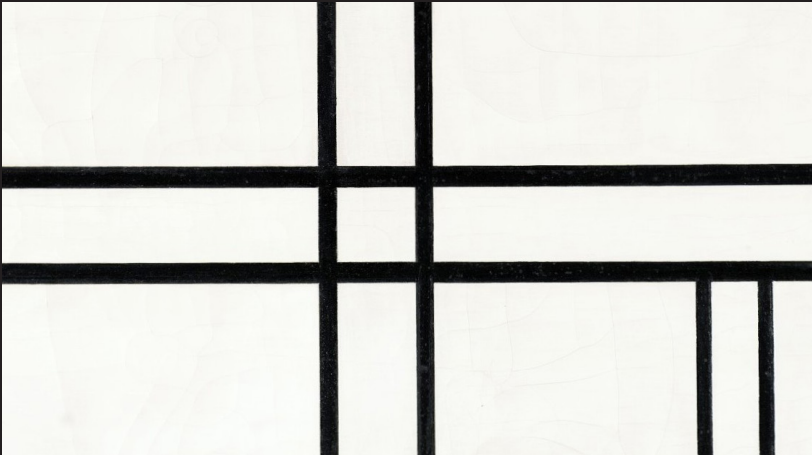


CULTURE
FASHION + LIFESTYLE





ART
LINES + FORMS + ENVIRONMENTAL
MATHEMATICS + HUMANISTIC





DESIGN

with a focus on product design

CELEBRATION OF GENUINE MATERIALS

CLEAN EXPRESSIVE SURFACES

DETAILS

FUNCTION



CHRYSLER CATALOG STYLE:
AMERICAN CULTURE + ART + DESIGN





DESIGN
with a focus on architecture
STRUCTURE





BRINGING IT
TOGETHER
IN CATALOG FORM



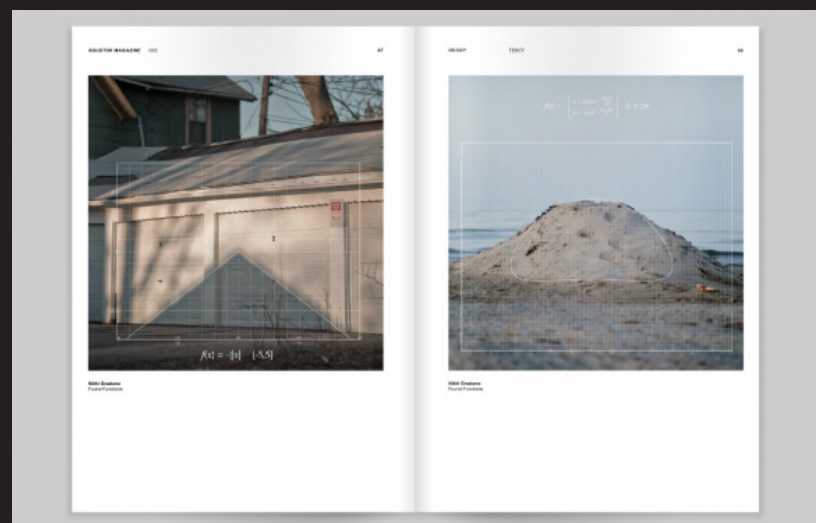
CATALOG-MAGAZINE

A CATA | ZINE



INSPIRATION LAYOUTS *for look and feel.....*







Using the 2015 All-New 200 Catalog as a launching pad.

adding content:

- Interviews + Stories
- Augmented Reality
- Existing Partnerships, like *Robert Kennedy Center*, *Project Seatbelt* for Town & Country; *Shinola* in 200
- Potential new lifestyle partnerships

One of the car vehicle design doesn't happen overnight. It takes a team of designers, engineers, and technicians to create a car that is not only a masterpiece of design, but also a masterpiece of engineering.

THE NEW FACE OF AN AMERICAN DESIGN STORY.

The all-new Chrysler 200 Sedan is a new assembly of American engineering and design. It's a car that's not just a car, it's a statement. It's a car that's not just a car, it's a statement. It's a car that's not just a car, it's a statement.

PERFORMANCE & DESIGN

CONNECTIVITY & INGENUITY

INSPIRED & INVIZING

SAFE & SECURE

BUILD & DELIVER

WHEELS & ATTIRE

Chrysler is a registered trademark of Chrysler Group LLC. All other trademarks are the property of their respective owners.

FIRST IN SEGMENT* 9-SPEED TRANSMISSION

Shifting gears is a science. It's a science that's been perfected over time. It's a science that's been perfected over time. It's a science that's been perfected over time.

PERFORMANCE & DESIGN

DETROIT

ART

WORKS

SHINOLA CRAFTED DETROIT VIBES

THE MOST IMPORTANT THING

A VEHICLE CAN DO FOR YOU IS THE ONE THING IT MAY NEVER NEED TO DO.

SAFE & SECURE

BEST-IN-CLASS* HORSEPOWER

HERE'S TO THE ENGINEERS WHO KNOW

no bounds.

3.6L ENGINE - BEST-IN-CLASS* HORSEPOWER

PERFORMANCE & DESIGN

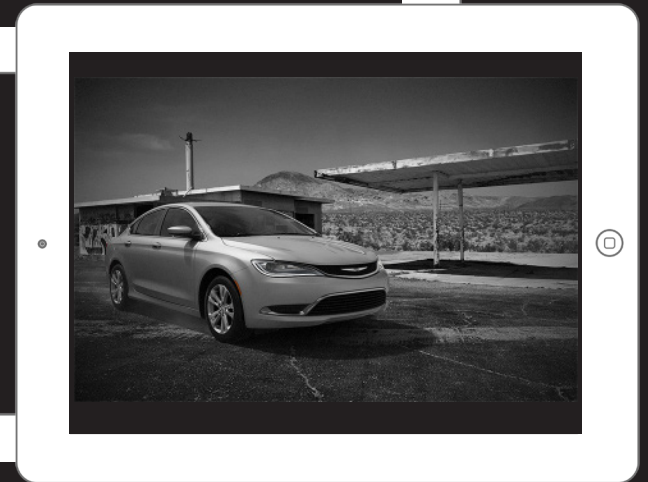
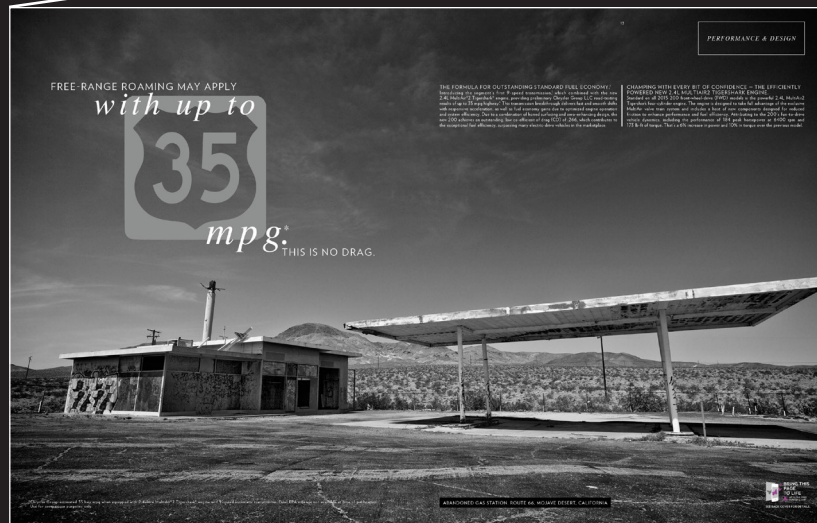
SAFE & SECURE

THE MOST IMPORTANT THING

A VEHICLE CAN DO FOR YOU IS THE ONE THING IT MAY NEVER NEED TO DO.

SAFE & SECURE

AUGMENTED REALITY for 2015 200.....

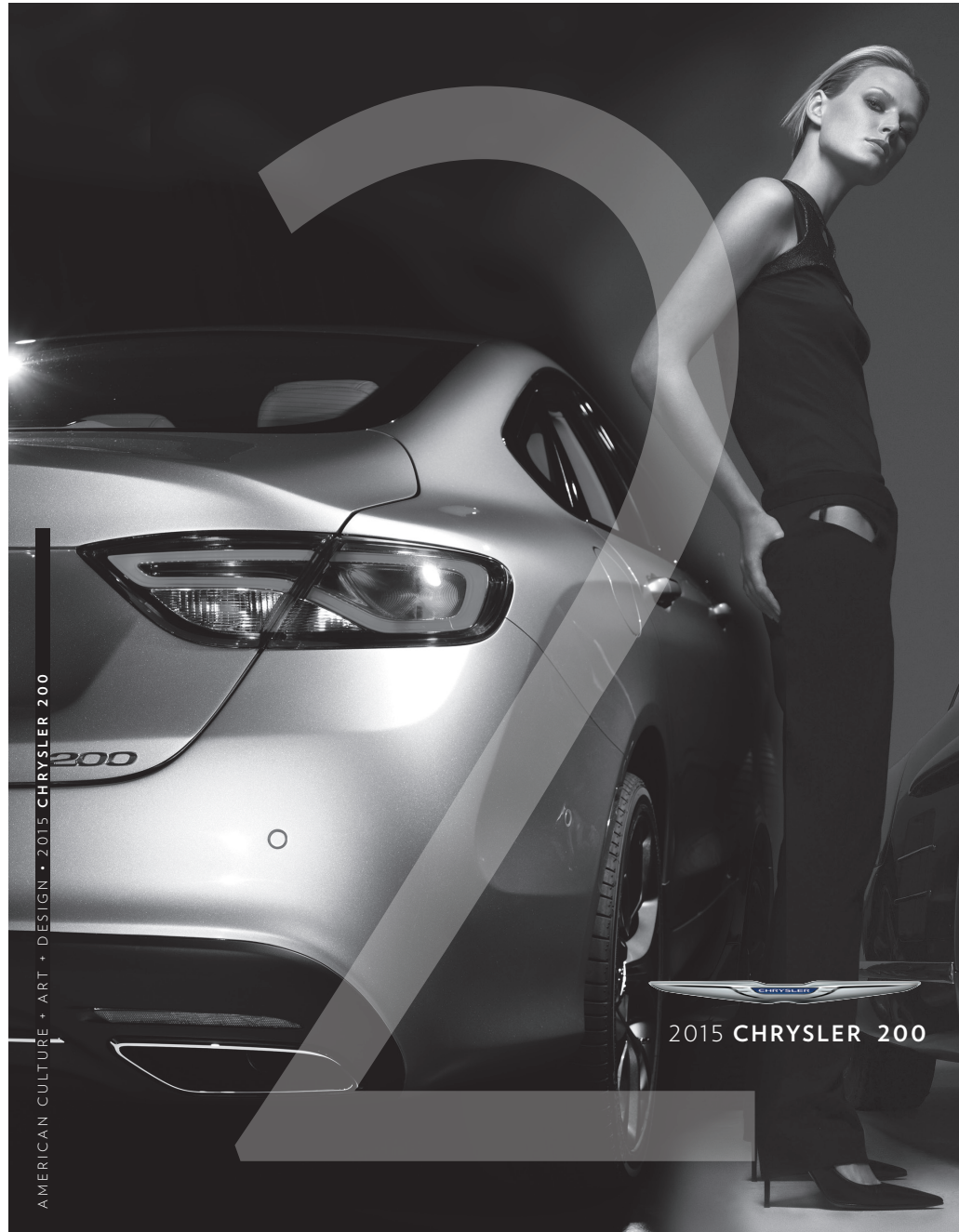




NEW COVERS

NEW COVER
for 2015 200...

instantly you can see
the blend of
American culture + art + design
with an editorial look



NEW COVER
for 2015 Town & Country ...

instantly you can see
the blend of
American culture + art + design
with an editorial look

Youthful energy
Family



AMERICAN CULTURE + ART + DESIGN • 2015 CHRYSLER TOWN & COUNTRY

2015 CHRYSLER TOWN & COUNTRY

NEW COVER
for 2015 300 ...

instantly you can see
the blend of
American culture + art + design
with an editorial look

THE NEW FACE
and the target audience -
accomplished, calm, admired,
and “on top of things”



AMERICAN CULTURE + ART + DESIGN • 2015 CHRYSLER 300

2015 CHRYSLER 300