

AUBURN HILLS, Mich., Oct. 12, 2013 /PRNewswire/ -- The Chrysler brand launched a new television commercial, titled "Road to Greatness," which will air during Major League Baseball's upcoming American and National League Championship Series, as well as the World Series. The spot features Miguel Cabrera, MLB's first Triple Crown winner in over 40 years and the reigning American League Most Valuable Player.

"In the new advertising, Cabrera reminds viewers that even if you're heralded as the best pure hitter of your generation, you can never be complacent in your pursuit of perfection," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC.

The commercial illustrates the journey youth baseball players must take if they aspire to greatness on the field, by paralleling Cabrera's hard work and dedication as he hones his craft. #NoShortcuts

This spot is a continuation of the narrative around Detroit and its hometown heroes, who have always been a catalyst for change and had a profound impact on American culture. The same can be said for the Chrysler brand's approach in striving to build the world's greatest cars, and taking pride in being "Imported From Detroit."

"Road to Greatness" was created in partnership by full-service advertising agency, Doner.

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