

## Chrysler Brand Continues 100th Anniversary Celebration With Century of Innovation Seven-part Social Video Series

- Seven-part Century of Innovation social media video series is latest initiative in Chrysler brand's 100th anniversary celebration, marking brand's birthday on June 6, 1925
- Full-length versions of first three videos in series available for viewing on [Chrysler brand](#) and [Stellantis North America](#) YouTube channels
- Latest video in the series, "[Automotive Legend: Walter P. Chrysler](#)," provides an in-depth look at the man who founded Chrysler 100 years ago and changed the automotive industry
- Videos in Century of Innovation series will be featured on Chrysler social media channels
- Chrysler celebration continues today with more than 1,500 employees gathering at Chrysler Technology Center (CTC) for a group photo marking centennial
- Event at CTC will also be commemorated with a unique time-capsule replica of the iconic toolbox Walter P. Chrysler used early in his career, sealed with rare Chrysler memorabilia
- June 5 CTC activities build on brand reveal of 2026 Chrysler Pacifica 100th Anniversary Edition and Chrysler historical vehicle media drive on Detroit's Belle Isle on June 4
- Additional events celebrating Chrysler's 100 years are planned for later this summer
- For more information on the Chrysler Century of Innovation celebration, visit [Chrysler.com](#)

**June 5, 2025, Auburn Hills, Mich.** – Chrysler is revving up the brand's 100th anniversary celebration with a seven-part Century of Innovation social media video series that takes an in-depth look at the trailblazers, iconic vehicles, groundbreaking concepts, technological innovations and historic moments from Chrysler's 100 years.

The newest video in the series debuting today, "[Automotive Legend: Walter P. Chrysler](#)," is spotlighted in sizzle reel versions shared on the Chrysler brand and Stellantis North America social media channels. The new "Walter P. Chrysler" video provides an in-depth look at the man who founded Chrysler 100 years ago, his impact on automotive innovation and how his legacy lives on today a century later.

New videos in the series will be rolled out on the Chrysler brand's ([Instagram](#)) and Stellantis North America ([Facebook/Instagram/X/LinkedIn](#)) social media channels.

“Automotive Legend: Walter P. Chrysler” is the third video in the series; previous videos include [“Chrysler Century of Innovation,”](#) featuring Chrysler CEO Chris Feuell reflecting on Chrysler’s 100-year legacy and Chrysler’s vision of the future, and [“Chrysler Through the Decades,”](#) with Chrysler Historian Brandt Rosenbusch taking a decade-by-decade look at key moments from a century of Chrysler. Full-length versions of all videos can be viewed on [Chrysler brand](#) and [Stellantis North America](#) YouTube channels.

"For 100 years, Chrysler has been a cornerstone of the automotive industry, driving progress through bold innovation and timeless design," said Chris Feuell, Chrysler CEO. "Our Century of Innovation video series pays tribute to the visionary people, iconic vehicles and groundbreaking technologies that have defined our legacy. Chrysler holds a deeply personal place in the hearts of countless individuals—customers, enthusiasts, employees and dealers. Through this dynamic social media campaign, we're honoring that shared history while also celebrating the exciting road ahead as we continue to shape the future of mobility."

Chrysler has even more in store leading up to the brand’s official birthday on June 6, 2025 — the date Maxwell Motors officially became Chrysler Corporation with Walter P. Chrysler as president. Following the reveal of the new 2026 Chrysler Pacifica 100th Anniversary Edition and a Chrysler historical vehicle media drive event on Detroit’s Belle Isle on June 4, more than 1,500 employees will gather on the lawn at Chrysler Technology Center in Auburn Hills, Michigan, today for a group photo honoring those who have made 100 years of Chrysler possible.

The occasion will also be commemorated with a unique time-capsule replica of the iconic toolbox Walter P. Chrysler used early in his career, sealed with rare Chrysler memorabilia and a list of names of those participating in the group photo.

Additional events celebrating Chrysler’s 100 years are planned for later this summer. For more information on the Chrysler Century of Innovation celebration, visit [Chrysler.com](#).

## Chrysler Brand

Chrysler marks its 100th anniversary in 2025, honoring Walter P. Chrysler's legacy of innovation, engineering excellence and beautiful, affordable designs. As the brand celebrates this milestone, the future looks bright with exciting new releases: a refreshed Chrysler Pacifica in 2026, a new crossover soon after and a third product inspired by the Halcyon concept.

CENTURY OF INNOVATION



EST. 1925

The Chrysler Pacifica, the most awarded minivan ever, continues to lead the segment it created more than 40 years ago. The Pacifica Plug-in Hybrid, the first electrified minivan in its class, achieves 82 MPGe, with an all-electric range of 32 miles and a total range of 520 miles. With class-leading safety features and available all-wheel drive, Pacifica is designed for modern families. Chrysler will also celebrate the 20th anniversary of its exclusive Stow 'n Go seating and storage system in 2025, as well as the return of the budget-friendly Chrysler Voyager to the lineup.

Chrysler is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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