

A black and white photograph of a chimpanzee sitting in a filthy, cluttered cage. The chimpanzee is looking down with a sad expression. The cage floor is covered in trash, including plastic cups and food. A spotlight effect is cast over the chimpanzee from the top right, illuminating it against the dark background of the cage. The background wall is made of stone or brick.

PETA urges DaimlerChrysler:
Please get chimpanzees
out of your ad campaigns!

What happens when they're
out of the

spotlight?

CHIMPANZEES DON'T BELONG IN ADVERTISING

Show business isn't what it's cracked up to be if you're a chimpanzee or other great ape. **Primates—like those used in DaimlerChrysler's ad campaign for Dodge—are trained to perform through fear and intimidation.** Behind the scenes, handlers and trainers have been caught doing what they all swear they don't do—punching, kicking, and beating chimpanzees or even outfitting them with electric shock collars.

Chimpanzees' "acting" careers are usually over by age 8, when they reach adolescence and become unmanageable because they want to be free. Most are then dumped at decrepit roadside zoos to spend the rest of their lives—which can last up to 60 years—in barren, filthy cages like the one pictured.

Please, get apes out of the act.

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