

Chevrolet Attacks Family Values With 'Be Damned' Commercial

Editor's Note: Chevrolet listened to the public outcry and has pulled the ad. The AFA says no further action is needed.

A new profanity-filled commercial for the Chevrolet Silverado pickup aired multiple times during two NFL playoff games to an audience of families with young children, an American Family Association (AFA) alert reports.

"In the commercial, the announcer forcefully declares some tailgating activities should 'be damned,'" AFA says. "Chevrolet's use of profanity is irresponsible and offensive. It is extremely destructive and damaging to impressionable children viewing the commercial."

The AFA is calling Christians to take action, urging Chevrolet to pull this profanity-laced ad by:

1. Politely contacting a local Chevrolet dealer. Ask them to use their influence to urge the company to pull the offensive ad. Let them know the company is hurting their local dealership by offending customers.
2. Posting a comment to Chevrolet's Facebook page.
3. Speaking directly to a customer representative by using the "Click to Chat" feature on Chevrolet's website.
4. Tweeting this message: @chevrolet drop the profanity from your ad! #SilveradoStrong