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## Jeep Brand and World Surf League Make Big Splash with Global Partnership

- Jeep brand to become first-ever global automotive partner for WSL – WorldSurfLeague.com
- Jeep brand vehicles recognized as “The Official Vehicles of the World Surf League”
- Jeep brand is the exclusive automotive partner of Men’s and Women’s Championship Tours
- Two Jeep brand vehicles will be awarded to the 2015 WSL Champions at the end of the year

May 5, 2015, Auburn Hills, Mich. - The Jeep brand and the World Surf League (WSL) today announced a first-of-its-kind partnership that will make the Jeep brand the official and exclusive global automotive partner of the WSL and the naming rights partner to the WSL Jeep Leaders Tour Rankings for men and women. This fully integrated, multi-year partnership will see the global automotive company tap into the unparalleled adventure, competitive drama and athleticism of surfing’s greatest stage.

“As the first-ever exclusive automotive partner of the WSL, this unique collaboration allows us to engage with a culture that embraces the very same philosophy, beliefs and attitude of the Jeep brand on a global platform,” said Olivier Francois, Chief Marketing Officer, FCA – Global. “Together with the WSL, we are able to connect with an adventurous, athletic, influential and increasingly digital fan base of over 120 million through on-site beach activations and live online streaming of worldwide surfing events across countries including Brazil, Australia, France, China, Japan and the United States, making this the Jeep brand’s first truly authentic global partnership.”

“This is a fantastic opportunity for the Jeep brand to partner with WSL, a global organization with similar values to ours – freedom, expression and creativity. This sport embodies the passion we have for breaking personal boundaries and making the most out of every day,” said Mike Manley, President and CEO – Jeep Brand. “The World Surf League represents a community closely aligned to ours and I believe our partnership is a natural fit. I am very excited for the opportunity to be involved in the resurgence of an amazing sport.”

“The WSL is a sport built on the back of the pioneering, progressive and innovative spirit and it is this common DNA that we share with the iconic Jeep brand,” said Paul Speaker, WSL CEO. “Coming off a record-setting 2014, the sport of professional surfing has never been in a stronger position, in and out of the water. We are humbled and gratified that a brand with the unparalleled heritage and authenticity of Jeep shares our vision for the WSL.”

“When we started our search for a global automotive partner, there was one brand alone at the top of our list, Jeep,” said Mark Noonan, WSL Chief Commercial Officer. “Together we will showcase the world’s greatest surfers like never before to our rapidly growing digital-first millennial audience around the globe.”

The Jeep brand’s association with sports is longstanding. Ongoing partnerships include Juventus, USA Basketball, and for 12 years Jeep has been the automotive sponsor of ESPN Winter X Games. The brand’s partnership with the WSL is the first partnership that reaches across the world, with events in countries and locations including Brazil, China, Japan, Australia, France, Spain, Fiji and the United States.

The Jeep brand will use its frontrunner status to infuse professional surfing’s most sought-after properties, including sponsorship of the Tour Leaderboard and the yellow Leader Jersey. In addition to on-site activations as the ultimate surf vehicle and specialized content offerings, Jeep will award two vehicles to the 2015 WSL Men and Women

Champions come end of year and has signed on as the title sponsor for the WSL Longboard Championships in China.

The Jeep brand partnership with the World Surf League will be featured on its own unique page on [jeep.com](http://jeep.com). There, consumers will be able to explore content from the most recent events, including the tour leaderboard and the holder of the coveted yellow jersey worn by the current tour points leader. Surf content, including an interactive schedule of upcoming WSL Championship Tour events and a gallery of top videos and photos, will show off some of the mind-blowing action. The page can be found at [jeep.com/wsl](http://jeep.com/wsl) on desktop and [m.jeep.com/wsl](http://m.jeep.com/wsl) for mobile.

Join Jeep and the world's best surfers at the next stops along the tour.

#### **WSL Samsung Galaxy Men's Championship Tour schedule:**

- Quiksilver Pro Gold Coast (Gold Coast, Australia): Feb. 28 - March 11, 2015
- Rip Curl Pro Bells Beach (Bells Beach, Australia): April 1-12, 2015
- Drug Aware Margaret River Pro (Margaret River, Australia): April 15-26, 2015
- Oi Rio Pro (Rio de Janeiro, Brazil): May 11-22, 2015
- Fiji Pro (Tavarua/Namotu, Fiji): June 7-19, 2015
- J-Bay Open (Jeffreys Bay, South Africa): July 8-19, 2015
- Billabong Pro Teahupoo (Teahupoo, Tairapu, Tahiti): Aug. 14-25, 2015
- Hurley Pro at Trestles (Trestles, Calif.): Sept. 9-20, 2015
- Quiksilver Pro France (Landes, South West France): Oct. 6-17, 2015
- Moche Rip Curl Pro Portugal (Peniche/Cascais, Portugal): Oct. 20-31, 2015
- Billabong Pipeline Masters (Oahu, Hawaii): Dec. 8-20, 2015

#### **WSL Samsung Galaxy Women's Championship Tour schedule:**

- Roxy Pro Gold Coast (Gold Coast, Australia): Feb. 28 - March 11, 2015
- Rip Curl Pro Bells Beach (Bells Beach, Australia): April 1-12, 2015
- Drug Aware Margaret River Pro (Margaret River, Australia): April 15-26, 2015
- Rio Women's Pro (Rio de Janeiro, Brazil): May 11-22, 2015
- Fiji Women's Pro (Tavarua/Namotu, Fiji): May 31 - June 5, 2015
- Vans U.S. Open (Huntington Beach, Calif.); July 26 - Aug. 2, 2015
- Trestles Women's Pro (Trestles, Calif.): Sept. 9-20, 2015
- Cascais Women's Pro (Cascais, Portugal) : Sept. 22-28, 2015
- Roxy Pro France (Landes, France): Oct. 6-17, 2015
- Maui Women's Pro (Honolua Bay, Maui, Hawaii): Nov. 22 - Dec. 6, 2015

#### **WSL Vans Hawaiian Triple Crown of Surfing:**

- Hawaiian Pro (Haleiwa, Hawaii): Nov. 12-23, 2015
- Vans World Cup of Surfing (Sunset Beach, Hawaii): Nov. 13 - Dec. 6, 2015
- Billabong Pipe Masters (Pipeline, Hawaii): Dec. 8-20, 2015

#### **WSL Longboard Championship – 2015:**

- Men's Jeep Longboard Championship (Riyue Bay, Hainan Island, China): Nov. 30 - Dec. 3, 2015
- Women's Jeep Longboard Championship (Riyue Bay, Hainan Island, China): Nov. 30 - Dec. 3, 2015

For more information, check out [WorldSurfLeague.com](http://WorldSurfLeague.com).

#### **The World Surf League (WSL)**

The World Surf League (WSL), formerly Association of Surfing Professionals (ASP), has been championing the world's best surfing since 1976, running global products across the Samsung Galaxy men's and women's Championship Tours, Big Wave Tour, Qualifying Series, Junior and Longboard Championships, as well as the Big Wave Awards. The League possesses a deep appreciation for the sport's rich heritage while promoting progression, innovation and performance at the highest levels. Showcasing the world's best surfing on the singular platform of WorldSurfLeague.com has energized an already-passionate global fan base with millions around the world tuning in

to see the likes of Kelly Slater, Filipe Toledo, Gabriel Medina, Stephanie Gilmore, John John Florence, Carissa Moore and others do battle in the most dynamic field of play in all of sports.

### **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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