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## **FCA Canada: FCA US Launches One-of-a-Kind Co-Branded Partnership With Warner Bros. Pictures' *Batman v Superman: Dawn of Justice***

- Jeep® and Dodge brands debut marketing campaigns as part of promotional partnership with Warner Bros. Pictures' highly anticipated *Batman v Superman: Dawn of Justice*, opening nationwide in theatres on March 25, 2016
- Jeep brand introduces all-new 2016 Jeep Renegade *Dawn of Justice* Special Edition available in dealerships across the country in Q1 2016
- Jeep and Dodge brands to launch commercials in U.S. using hero scenes from the film

February 23, 2016, Windsor, Ontario - FCA US LLC and Warner Bros. Pictures are joining forces in a one-of-kind co-branded partnership to mark the premiere of the highly anticipated debut of *Batman v Superman: Dawn of Justice* (opening in theatres North America-wide on March 25, 2016). The unique alliance includes the introduction of the all-new 2016 Jeep® Renegade *Dawn of Justice* Special Edition (available in dealerships in Q1 2016), in addition to branded U.S. television spots with the Jeep and Dodge brands and social/digital extensions creating consumer engagement leading up to the film's premiere next month.

"Thanks to an extensive brand and product portfolio, we were able to address every automobile need for the movie including Jeep, Dodge, Chrysler, FIAT, Alfa Romeo and Maserati, and from our sister company CNH Industrial, Iveco heavy-duty commercial vehicles," said Olivier Francois, Chief Marketing Officer, FCA Global. "With much of the film's production taking place in our own backyard of Detroit, our ability to creatively collaborate with the WB team reached new heights. The product integration was so organic to the filmmakers' vision and storyline, all we had to do was incorporate scenes from the movie for our commercials."

"Our partnership with Warner Bros. and the highly anticipated *Batman v Superman: Dawn of Justice* film allows us to expose the Jeep Renegade and its best-in-class capability to an incredibly vast audience," said Mike Manley, Head of Jeep Brand – FCA Global. "The new Jeep Renegade *Dawn of Justice* Special Edition boasts a unique, dark appearance package for the most capable small SUV that we're confident consumers – including millions of moviegoers – will love."

### **Jeep Brand**

The advertising campaign launches this week in the U.S. when the Jeep brand debuts a 30-second commercial "[Into the Storm](#)" across television and online. The spot features footage from *Batman v Superman: Dawn of Justice* of Bruce Wayne (Ben Affleck) behind the wheel of the Jeep Renegade. The commercial speaks to how he feels compelled to move toward danger rather than run away from it. Opening on city street ruins, the narration by actor Jeremy Irons, who portrays Alfred in the film, speaks to that impulse: "You're not afraid. You like chaos. The madder, the better (as Bruce Wayne is seen driving toward the destruction in the Jeep Renegade — navigating its way in the mayhem). And in these times, we need that. We need you to rush in when everyone else is running away."

### **About the Jeep Renegade *Dawn of Justice* Special Edition**

Available in Granite Crystal or new, exclusive Carbon Black exterior paint colours, the Jeep Renegade *Dawn of Justice* Special Edition features new 18-inch Gloss Black wheels with Gloss Black accents around the exterior. The Jeep Renegade *Dawn of Justice* Special Edition models with Granite Crystal paint also feature a two-tone Gloss Black roof. A unique exterior badge hints at the inspiration for this special-edition Jeep SUV.

Inside, the Jeep Renegade's blacked-out theme continues with a black interior, black premium cloth seats and High

Gloss Black finishes. Metal Diamond accents are found throughout on key touch points such as the shifter knob and door handles.

The Jeep Renegade *Dawn of Justice* Special Edition is based on the Jeep Renegade North 4x4 and comes standard with a 2.4-litre Tigershark engine with MultiAir2, nine-speed automatic transmission, Jeep Active Drive 4x4 and Selec-Terrain with four drive modes. Also standard on the Jeep Renegade *Dawn of Justice* Special Edition is the Popular Equipment Group, which includes a 12-way power driver's seat, remote start system and air conditioning with dual-zone automatic temperature control.

Arriving at dealer showrooms in Q1 2016, the Jeep Renegade *Dawn of Justice* Special Edition will be available for a Manufacturer's Suggested Retail Price (MSRP) of \$31,990 (not including destination).

Social and digital extensions for the Jeep brand will run across [Facebook](#) and [Twitter](#), in addition to [Instagram](#), which will feature **Heroes Around Town**, following the all-new 2016 Jeep Renegade *Dawn of Justice* Special Edition at locations where the movie was filmed in areas around Detroit, Michigan.

### **Dodge Brand**

In the U.S., the Dodge brand will launch a co-branded spot in mid-March. The 15-second spot will feature chase scenes within *Batman v Superman: Dawn of Justice* of the Dodge Challenger and Dodge Durango vehicles, playing off the idea that the superhero world needs villains, and even the villains need cars.

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### **About *Batman v Superman: Dawn of Justice***

Warner Bros. Pictures presents, an Atlas Entertainment/Cruel and Unusual production, a Zack Snyder film, *Batman v Superman: Dawn of Justice*, starring Oscar winner Ben Affleck (*Argo*) as Batman/Bruce Wayne and Henry Cavill as Superman/Clark Kent in the characters' first big-screen pairing. Directed by Snyder, the film also stars Oscar nominees Amy Adams (*American Hustle*), Jesse Eisenberg (*The Social Network*), Diane Lane (*Unfaithful*) and Laurence Fishburne (*What's Love Got to Do With It*); Oscar winners Jeremy Irons (*Reversal of Fortune*) and Holly Hunter (*The Piano*); and Gal Gadot as Wonder Woman/Diana Prince. Snyder directed from a screenplay written by Oscar winner Chris Terrio (*Argo*) and David S. Goyer, based on characters from DC Comics, including Batman, created by Bob Kane with Bill Finger, and Superman, created by Jerry Siegel and Joe Shuster. The film is produced by Oscar nominee Charles Roven (*American Hustle*) and Deborah Snyder, with Wesley Collier, Geoff Johns and David S. Goyer serving as executive producers. *Batman v Superman: Dawn of Justice* will be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company. The film opens in the U.S. in RealD 3D, and in 2D, and in select IMAX 3D theaters on March 25, 2016.

[batmanvsupermandawnofjustice.com](http://batmanvsupermandawnofjustice.com)

### **About Jeep Brand**

Built on 75 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Renegade, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options.

### **About Dodge Brand**

The Dodge brand is America's mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the "mainstream performance" brand and SRT is positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2016 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centres and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2016 model year, customers will be able to drive the new 2016 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and Charger SRT Hellcat. The Dodge brand lineup also includes the Dodge Dart, Durango, Grand Caravan and Journey, including the Crossroad model, and its flagship, the Dodge Viper.

#### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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