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Jeep® Brand and FCA US Northeast Business Center Announce Partnership With Prudential Center, New Jersey Devils

- Jeep® brand named Exclusive Non-luxury Vehicle of Prudential Center and the New Jersey Devils for the 2016-17 National Hockey League season
- Jeep brand ad campaign takes over the Prudential Center parking deck
- Jeep Frontier Club showcases the Jeep vehicle lifestyle to hockey fans
- Jeep Experience Zone includes vehicle displays, Jeep On-ice Hockey Challenge with a chance to win a Jeep vehicle, plus Jeep-branded giveaways and more

October 4, 2016, Auburn Hills, Mich. - The Jeep® brand, the FCA US Northeast Business Center and its New Jersey dealers are kicking off the 2016-17 NHL season by launching a partnership with the Prudential Center and the New Jersey Devils.

The Jeep brand, which has been named the "exclusive non-luxury vehicle of Prudential Center and the Devils," will celebrate the partnership through the FCA US Northeast Business Center with Jeep-themed graphics, Jeep vehicle displays and prize giveaways at the Newark, New Jersey, arena.

"The Jeep brand has a long history of award-winning vehicles that can 'go anywhere, do anything'," Jeff Strickland, Director, Northeast Business Center - FCA US, said. "Jeep's versatility and class-leading capability make it a perfect partner for the New Jersey Devils, complementing their determined spirit on the ice."

To highlight its new partnership, the Jeep brand has taken over the Prudential Center parking deck with stairwells that make hockey fans feel like they are scaling mountains and icy glaciers en-route to the stadium or to their cars. Parking deck elevators offer game attendees a scenic, simulated ride behind the wheel of a 2017 Jeep Wrangler Unlimited.

Inside the Prudential Center, the most awarded SUV brand is up in lights with prominent LED signage, plus the ever-popular Zamboni ice resurfacing machine sports a bold Jeep-themed wrap. The exclusive Jeep Frontier Club brings the outdoors inside, creating an upscale lodge-like dining experience, featuring stone, wood, a plant wall, and a red canoe and paddles. The overall effect immerses hockey fans and concert-goers into an atmosphere true to the Jeep lifestyle.

The Jeep Experience Zone promises to delight fans with a multitude of offerings. A Jeep Cherokee and Jeep Renegade are on display, and product specialists are on-hand to answer questions and to give away Jeep-branded premiums. Current Jeep owners who present their key will receive a special gift. And the Jeep On-ice Challenge raffle offers consumers the chance to step on the ice, make a series of shots into the goal and possibly win a Jeep vehicle.

"We are excited to work with such an incredible brand as Jeep to create a meaningful, impactful partnership that will help drive sales and make deeper connections throughout New Jersey," Adam Davis, Chief Revenue Officer of the New Jersey Devils and the Prudential Center, said. "Jeep's core values and innovative approach perfectly align with the attributes we look for in a long-term partner."

About New Jersey Devils

The New Jersey Devils are part of the 30-team National Hockey League, with teams throughout the United States and Canada. Established in 1982, the team is in its 34th season in the Garden State. During that time, the Devils have won three Stanley Cup Championships: 1995, 2000 and 2003. For more information about the Devils, visit NewJerseyDevils.com and follow the team on Facebook, Twitter and Instagram @NJDevils.

About Prudential Center

Prudential Center is a world-class sports and entertainment venue located in downtown Newark, New Jersey. Opened in October 2007, the state-of-the-art arena is the home of the National Hockey League's (NHL) three-time Stanley Cup Champion New Jersey Devils, Seton Hall University's NCAA Division I Men's Basketball program, and more than 175 concerts, family shows and special events each year. Ranked in the Top 10 nationally by Pollstar, Billboard and Venues Today, Prudential Center is recognized as one of the premier venues in the United States, and welcomes 1.75 million guests annually. For more information about Prudential Center, visit PruCenter.com and follow the arena on Facebook, Twitter and Instagram @PruCenter.

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. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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