

Second Annual 'Jeep® 4x4 Day' Kicks Off With Custom Interactive Snapchat Lens, Available for 24 Hours on Tuesday, April 4 (4/4)

- Jeep® brand's custom "Jeep Hair, Don't Care" Snapchat lens lets fans see themselves behind the wheel of an open-air Jeep Wrangler
- The custom lens is available for 24 hours starting Tuesday, April 4 (4/4) – the Jeep brand's nationally recognized "Jeep 4x4 Day"
- Fans can also get in on the fun by posting images on their social channels, including Facebook, Twitter and Instagram, celebrating the nationally recognized holiday with the **#Jeep4x4Day** hashtag
- Fans, followers and owners can also visit the Jeep official social channels, including Facebook, Twitter and YouTube, to view the "[Today Was Made For Adventure](#)" montage video

April 4, 2017, Auburn Hills, Mich. - The Jeep® brand declared April 4 (4/4) as "Jeep 4x4 Day" last year, and this year fans can once again celebrate the officially recognized holiday through a custom interactive "Jeep Hair, Don't Care" Snapchat lens, available on the social media platform for 24 hours on Tuesday, April 4 (4/4), in addition to posting photos and following along on the brand's social channels, including [Facebook](#), [Twitter](#) and [Instagram](#) through its **#Jeep4x4Day** hashtag.

"The Jeep brand's passionate and diverse community of fans, followers and enthusiasts are one of the most socially driven in the automotive industry," said Olivier Francois, Chief Marketing Officer, FCA Global. "Given the incredible success of last year's Jeep filter, we saw the perfect opportunity to once again partner with Snapchat on 'Jeep 4x4 Day' to create a user experience that will make a significant impact with our millennial audience and across our global fan base."

The Jeep brand's custom Snapchat "Jeep Hair, Don't Care" lens lets fans see themselves behind the wheel of an open-air Jeep Wrangler. When they raise their eyebrows, the hair in the lens blows wildly, giving them that "Jeep Hair, Don't Care" feeling that only Jeep Wrangler drivers understand. The lens will be available to all Snapchat users for 24 hours starting Tuesday, April 4 (4/4). The following day, April 5, the Jeep brand's "Jeep Hair, Don't Care" lens will remain active on Snapchat through October, exclusively accessible to consumers by scanning unique Snap code (QR codes) provided to fans at Jeep brand events throughout the year, in addition to appearing intermittently on the Jeep brand's official social channels, including [Facebook](#), [Twitter](#), [Instagram](#) and [Jeep brand official blog](#).

Prior to celebrating Jeep 4x4 Day, the Jeep social team aggregated fan content across its various social platforms to create a celebratory montage "[Today Was Made For Adventure](#)" video (1:22) that will launch on the brand's YouTube channel and air across its social platforms. The handpicked content best embodies the enthusiasm and appreciation for all things Jeep, including traditions within its global community, such as off-roading, Jeep Hair, Don't Care, the Jeep Wave, mudding, and days spent on the beach.

The Snapchat lens and celebratory video were created in partnership with Society Agency, the social AOR for FCA US LLC.

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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