

## Surfers Jordy Smith, Malia Manuel and Tyler Wright Come On Board as Jeep® Brand World Surf League Athletes

- The three World Surf League (WSL) athletes will be part of the Jeep® brand's global marketing efforts of its WSL partnership, including broadcast, print, digital and social, supporting the 2017-2018 surfing season
- The athletes will share social content throughout the tour across their individual Facebook, Instagram and Twitter channels
- Jeep brand is the official and exclusive global automotive partner of the WSL men's and women's Championship Tour and naming rights partner of the WSL Leaders Program
- More on the partnership can be viewed at [WorldSurfLeague.com](http://WorldSurfLeague.com) and [Jeep.com](http://Jeep.com)

November 21, 2017, Auburn Hills, Mich. - The Jeep® brand has named Jordy Smith, Malia Manuel and Tyler Wright as its official World Surf League (WSL) athletes. The three athletes, who embody the Jeep spirit with their tenacity and love of adventure, will act as brand ambassadors, supporting the Jeep and WSL partnership for the 2017-2018 competition season. The initiative will run across broadcast print, digital and social channels. Social posts across Facebook, Twitter and Instagram will follow the three World Surf League athletes' adventures in the water and on the road.

The Jeep brand, WSL and surf culture share a particular kind of passion – a persistent drive to explore the world with high energy and fearless enthusiasm. "Crazy Passionate" is a [60-second spot](#) created for television, digital and social highlighting the campaign.

Fans can follow the athletes across their social channels (below), in addition to World Surf League (@wsl) and Jeep (@jeep):

- Facebook/Instagram: @MaliaManuel, @TylerWright and @JordySmith
- Twitter: @maliamanuel, @tylerGwright and @jordysmith88

Exciting new content in the partnership includes the celebration of the incredible moments that have happened with the Jeep Leader yellow jersey over the past three years. Additionally, the men's and women's WSL Champions, the world's best male and female surfers of 2017, will be awarded a Jeep brand vehicle at the end of the season.

Up next is the Maui Women's Pro (Nov. 25 - Dec. 6), which will determine the women's WSL Title winner going into the final event of the year, where five surfers are able to clinch the coveted title: Sally Fitzgibbons (AUS), Tyler Wright (AUS), Courtney Conlogue (USA), Carissa Moore (HAW) and Stephanie Gilmore (AUS). Defending WSL Champion Tyler Wright currently sits in second place on the Jeep Leaderboard and will fight for her second consecutive Championship Tour win.

Following that is the Billabong Pipe Masters (Dec. 8 - 20), the final stop on the 2017 WSL Championship Tour, which will decide this year's World Title. Four surfers remain in contention heading into the final event: reigning WSL World Champion John John Florence (HAW) who leads the Jeep Leader rankings, Jordy Smith (ZAF), Gabriel Medina (BRA) and Julian Wilson (AUS). Jordy Smith has worn the yellow Jeep Leader Jersey for some of the year – 2017 highlight results include his win at the Rip Curl Pro Bells Beach and second-place finish at the 2017 Hurley Pro at Trestles.

With exploding waves over shallow lava reef and sand, for decades Pipeline has been considered the most dangerous wave on the planet. The history of the break, combined with the sheer ferocity of the wave, makes winning

the Billabong Pipe Masters a meaningful achievement for many pros. Careers are made there, as much as boards are broken. The Billabong Pipe Masters will see unparalleled athleticism, competitive drama and adventure as the world's best surfers battle for the 2017 World Title.

Jeep brand and the WSL announced a long-term renewal and expansion of their global partnership this past September. With the extended partnership, the Jeep brand continues as the official and exclusive global automotive partner of the WSL and the naming rights partner to the WSL Jeep Leaders Tour Rankings for the men's and women's Championship Tour. The Jeep brand became the first-ever exclusive automotive partner of the WSL through a partnership first announced in May 2015.

A number of on-site activations are planned throughout the year to showcase the ultimate surf vehicles supporting WSL event operations, as well as engaging fans on the beach at Championship Tour events and those watching around the world on the broadcast. The Jeep brand will also highlight its product portfolio globally via WSL's unique, geo-targeted digital and linear media solutions.

Consumers are able to explore content from the most recent WSL events, including the Jeep Leaderboard and the wearer of the coveted yellow Jeep Leader Jersey, via [Jeep.com/wsl](http://Jeep.com/wsl) on desktop and [www.jeep.com/en/mobile/wsl](http://www.jeep.com/en/mobile/wsl) for mobile. 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. Additional content includes the Jeep brand's new global WSL-focused campaign "Crazy Passionate," introducing the incredible athleticism and lifestyle of the WSL to Jeep brand fans everywhere.

The events will be broadcast live via [WorldSurfLeague.com](http://WorldSurfLeague.com), the [WSL app](#) and on [Facebook LIVE](#) via the WSL's Facebook page. Also, check local listings for coverage on CBS Sports Network in the United States, Fox Sports in Australia, ESPN in Brazil, Sky NZ in New Zealand, SFR Sports in France and Portugal, Sport TV in Portugal and the EDGEsport Network.

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

### **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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