

World Surf League Athletes Filipe Toledo and Nikki Van Dijk Join Jordy Smith and Malia Manuel as Jeep® Brand Ambassadors

- The four 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 2019 Championship Tour (CT) season
- New "Make A Wave" social initiative kicks off with each of the four athletes partnering with unique organizations to donate their time and resources to help make a difference in their communities
- The athletes will share social content throughout the tour across their individual Facebook and Instagram channels, including "Behind the Surf Spot" content
- WSL season officially begins with the Quiksilver Pro and Boost Mobile Pro Gold Coast on April 3 in Gold Coast, Queensland, Australia
- 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 Jeep Leader Program
- Jeep brand and the WSL global partnership extends through 2020, the year that surfing will make its debut on the world stage at the Olympic Games in Tokyo

March 29, 2019, Auburn Hills, Mich. - World Surf League (WSL) athletes Filipe Toledo and Nikki Van Dijk will join Jordy Smith and Malia Manuel as Jeep® brand ambassadors. The four athletes, who embody the Jeep spirit with their passionate drive to explore the world with high energy and fearless enthusiasm, will support the Jeep and WSL partnership for the 2019 competition season. The Jeep brand continues as the official and exclusive global automotive partner of the WSL Championship Tour and the naming rights partner to the Jeep Leader Program for the Men's and Women's Championship Tour.

"The WSL and their athletes embody same 'seize the day' philosophy as the Jeep brand," said Tim Kuniskis, Head of Jeep Brand, North America. "Our global partnership allows the Jeep brand to connect our shared fan bases, giving our collective fans and followers the opportunity to embrace a lifestyle and attitude that is unlike any other in the world."

In addition to the global television spot "[What does your board ride?](#)," exciting new content in the partnership includes the "Make A Wave" initiative. Each Jeep athlete ambassador partnered with the brand and a unique organization that each is passionate about by donating their time and resources to help make a difference in their communities.

"I'm so proud to be representing the Jeep brand in 2019," said Filipe Toledo. "I've always been a big fan of the Jeep brand, so to be able to partner with them is really exciting. Their values as a brand align with mine in that they are all about giving back to the community. When I proposed collaborating with A Walk on Water, a surf therapy organization that provides therapy to children with special needs, they were all about it. The support they gave both myself and A Walk on Water that day was next level."

The four videos feature Nikki Van Dijk and partner organization [Girl Guides Australia](#); Filipe Toledo with [A Walk On Water](#); Jordy Smith with [Surfers Not Street Children](#); and Malia Manuel with [Hawaii Community Foundation](#). As each surf athlete demonstrates how he/she is making a difference in their communities, the "Make A Wave" initiative includes a call to action across social media for fans to #MakeaWave in their own areas. All four videos can be viewed [here](#).

Additionally, social posts across Facebook and Instagram will follow the four World Surf League and Olympic hopeful athletes' adventures in the water and on the road.

[Filipe Toledo](#) has taken the Tour by storm, winning seven CT events since 2015. Toledo is currently ranked #3 on the Championship Tour and is looking to secure his first World Surf League World Title in 2019.

Returning for his third year as a Jeep Brand Ambassador, [Jordy Smith](#), one of the most recognized surfers in the water, is a South African powerhouse on the Championship Tour. A proven threat on Tour as the two-time World Title runner-up, Jordy captained the winning World Team at the 2018 Founders' Cup of Surfing at WSL Surf Ranch.

Also returning for a third year as a Jeep Brand Ambassador, [Malia Manuel](#) is the youngest surfer to ever win the U.S. Open of Surfing, winning in 2008 at 14 years old. The Hawaiian is known for her grace and style, and illustrates her passion for fun and adventure both on and off the water.

Her first year as a Jeep Brand Ambassador, [Nikki Van Dijk](#) is new to the Jeep family. The easy-going surfer earned her first Championship Tour victory in Portugal in 2017.

Jeep brand and the WSL global partnership extends through 2020, the year that surfing will make its debut on the world stage at the Olympic Games in Tokyo. The partnership, which was first announced in May 2015 with the Jeep brand becoming the first-ever exclusive automotive partner of the WSL, has been renewed as part of a multiyear deal.

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](#) on desktop and [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.

The events will be broadcast live via [WorldSurfLeague.com](#), the [WSL app](#) and on [Facebook.com/WSL](#). Also, check local listings for coverage from WSL's linear broadcast partners.

Visit [WorldSurfLeague.com](#) and [Jeep.com](#) to learn more about the global partnership.

Jeep Brand

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