

## **Jeep® Brand Debuts “Beautiful Lands” Video During Super Bowl XLIX Telecast, Inviting Viewers to Follow Epic World Wide Journey Through Lyrics of Iconic Song “This Land Is Your Land”**

- Broadcast debut of Jeep® brand video features iconic song “This Land is Your Land” performed by IRS/Capital recording artist Marc Scibilia
- Video celebrating the brand's global vision filmed in more than 10 countries, including United States, Italy, Brazil, China, Spain, United Kingdom, Japan, Australia, Thailand, India and United Arab Emirates, over 19 days and throughout 40+ locations across the world
- Video marks the introduction of the all-new 2015 Jeep Renegade in the U.S
- As part of the “Beautiful Lands” campaign, the Jeep brand is helping to drive global awareness of Water.org and its work in an effort to affirm “Water is life. Help provide it.”

February 1, 2015, Auburn Hills, Mich. - The Jeep® brand firmly evolves its authentic American story of freedom with a global journey around the world – inspiring a new definition of adventure – in “Beautiful Lands,” which debuted during Sunday’s (2/1) Super Bowl XLIX broadcast. The 90-second video invites viewers to follow an epic worldwide journey through lyrics of “This Land Is Your Land,” spanning the globe to locations across the United States, Italy, Brazil, China, Spain, United Kingdom, Japan, Australia, Thailand, India and United Arab Emirates. The commercial is the first to mark the introduction of the all-new 2015 Jeep Renegade in the United States. The broadcast debut spot “Beautiful Lands” can be viewed/embedded here: <http://youtu.be/j7LbPdZYrrE>.

“Beautiful Lands” takes a unique and surprising twist upon the iconic piece of music “This Land is Your Land,” written as a crowning tribute to America's homeland, and expands its interpretation into a global celebration of all lands across the world. The catalyst that takes viewers on an unexpected musical and visual odyssey, “Beautiful Lands” creates a connection to show the Jeep brand's evolution. As performed by recording artist Marc Scibilia, the song and the “Beautiful Lands” video share a message of freedom and reverence, and also introduces “This Land is Your Land” to a new generation of fans, inviting a fresh and new appreciation for the song.

The 19-day combined production for the “[Beautiful Lands](#)” commercial included filming in more than 10 countries, 40-plus locations and approximately 73,777 miles traveled around the world (number of times around the world 2.962), including the United States, Italy, Brazil, China, Spain, United Kingdom, Japan, Australia, Thailand, India and United Arab Emirates. The Jeep brand commissioned noted photographers to document the entire journey. (Each location of every scene in “Beautiful Lands” is available in pdf format to the right under ATTACHED.)

As part of the “[Beautiful Lands](#)” campaign, the Jeep brand is helping to drive global awareness of [Water.org](#) and its work in an effort to affirm “Water is life. Help provide it.” Embodying the Renegade spirit, [Water.org](#) breaks boundaries to find solutions that transform lives with safe water. The Jeep brand is proud to support [Water.org](#) in its efforts to solve the global water crisis by making a \$250,000 donation.

The Jeep brand's “Beautiful Lands” was created in partnership with Dallas-based The Richards Group. More on the campaign and the all-new 2015 Jeep Renegade can be found at [www.Jeep.com/RenegadeWorld](http://www.Jeep.com/RenegadeWorld).

### **About Water.org**

For more than 20 years, Water.org has been at the forefront of developing and delivering solutions to the global water crisis. Founded by Gary White and Matt Damon, Water.org pioneers innovative, community-driven and market-based initiatives to ensure all people have access to safe water and sanitation, giving women hope, children health and communities a future. To date, Water.org has positively transformed the lives of more than 2 million people around

the world, ensuring a better life for generations ahead. Learn more at <http://water.org> and [www.facebook.com/water](http://www.facebook.com/water).

#### **About Marc Scibilia**

Born and raised in Buffalo, New York, [Marc Scibilia](#) moved to Nashville five years ago to hone his craft in the gritty rock world of the Black Keys, Jack White and the Kings of Leon. Marc follows in the footsteps of his father and grandfather – both professional musicians. He has released two independent albums and has had his music featured on the hit television series 'Bones.' His single 'How Bad We Need Each Other' reached #1 on the iTunes Singer/Songwriter chart. Marc's first full-length album is due this year on the legendary I.R.S imprint of Capitol Records.

#### **About 2015 Jeep Renegade**

The all-new 2015 Jeep Renegade expands the brand's global vehicle lineup, entering the growing small SUV segment, while staying true to the fun-and-freedom lifestyle Jeep is known for. Renegade delivers a unique combination of best-in-class off-road capability, open-air freedom and convenience, a segment-first nine-speed automatic transmission that contributes to outstanding on-road and off-road driving dynamics, world-class refinement, two fuel-efficient MultiAir engines with more than 30 mpg, and a host of innovative safety and advanced technology offerings.

#### **About Jeep Brand**

Built on more than 70 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, 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.

The Jeep brand recorded sales of more than 1 million units across the globe in 2014, setting a new all-time record for the third consecutive year. Sales of 1,017,019 Jeep vehicles bettered the brand's 2013 record of 731,565 by 39 percent. In addition to its 39 percent global increase, Jeep sales rose 41 percent in the U.S. in 2014, with a record 692,348 total sales. Jeep sales rose 40 percent in Europe and 42 percent in the Asia-Pacific region in 2014. In China – the world's largest automobile market – sales rose 49 percent.

#### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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