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Jeep® Brand Launches Unprecedented Marketing Campaign for All-New 2015 Jeep Renegade through Exclusive Music Platform with KIDinaKORNER/Interscope Records and X Ambassadors

- Campaign launches in North America on Friday, April 17
- The 60-second launch commercial, “Renegades,” features original song “Renegades,” performed by X Ambassadors (written by X Ambassadors and Alex Da Kid)
- First-ever music platform launch for the 2015 Jeep Renegade will leverage television, print, radio, experiential, social, digital and website channels
- Additional spots in campaign to follow, including “Endurance Race” and “Beach”
- The Jeep brand to display unique creative featuring all-new 2015 Jeep Renegade on the front of FCA Headquarters in Auburn Hills, Mich.

April 17, 2015, Auburn Hills, Mich. - **The Jeep brand** is launching its North America marketing campaign for the all-new 2015 Jeep Renegade through an innovative music platform with **KIDinaKORNER/Interscope Records** beginning today (Friday, April 17). The 60-second launch commercial, **"Renegades,"** airing across television starting tonight, is built around the original song "Renegades" by the Brooklyn indie rock band **X Ambassadors** (KIDinaKORNER/Interscope Records). The marketing campaign will leverage television, print, radio, experiential, digital, social and website channels, in addition to long-form video elements, as part of its launch. The “Renegades” video can be viewed on the Jeep brand's YouTube channel and lyrics to “Renegades” can be viewed at www.Jeep.com/RenegadeLife. “Renegades” is the new single from X Ambassadors and is available now for digital download and streaming via digital subscription services. The all-new 2015 Jeep Renegade is available in dealerships now.

“Through this unprecedented collaboration with KIDinaKORNER/Interscope Records, X Ambassadors and Alex Da Kid to build a campaign around an original song, we’re staking a new claim to music and setting the stage for the Jeep brand’s North America marketing launch for the all-new 2015 Jeep Renegade,” said Olivier Francois, Chief Marketing Officer, FCA – Global. “Building break-through creative to launch the Jeep Renegade to the Millennial audience around the world propels the Jeep brand into an all-new space. Together, we’ve created a one-of-a-kind platform that features lyrics and track written with the modern renegade in mind – its name invoking the very spirit and mindset of Millennials – and features traits inherent in the Jeep Renegade DNA that will allow the campaign to have global relevance.”

“When you think of a Renegade you think adventure,” said Steve Berman, Vice Chairman, Interscope Geffen A&M. “That’s what it’s like to collaborate with Olivier on the creative vision for the new Jeep Renegade campaign. Finding a match in Alex Da Kid and X Ambassadors, who embody the spirit of Jeep’s brand, only solidifies this campaign as one that will resonate with its audience. This is yet another chapter in what has been a long and fruitful partnership between Interscope and Fiat Chrysler Automobiles.”

"I believe that the partnership between Jeep, KIDinaKORNER/Interscope and X Ambassadors represents the future of brand collaborations with music," said KIDinaKORNER Head Alex Da Kid. "This program represents the outlier and rebel that dare to explore the unexplored. It is the spirit and strength of this connection that has drawn such attention to the campaign and in my opinion will lead to the success of the Jeep Renegade, the song "Renegades" and X

Ambassadors."

The 60-second launch spot features footage of Millennials and X Ambassadors interspersed with footage of the all-new 2015 Jeep Renegade traveling across locations throughout the United States. The spot captures the essence of the brand's iconic quest for a new definition of adventure, with the X Ambassador's "Renegades" invoking, "long live the pioneers, rebels and mutineers, go forth and have no fear, come close and lend an ear, And I said hey, hey hey hey, living like we're renegades," and calling upon listeners to "...all hail the underdogs, all hail the new kids…It's our time to make a move, it's our time to make amends, our time to break the rules, let's begin...."

The modern renegade is defined as those motivated by the prospect of shared discoveries, both within their city and around the world. For them adventure can be anything, it's only defined by the moment they're in, the company they're with and the potential for making memories. Doers, dreamers and urban adventurers; they're plugged in digitally, tuned out to tradition and drawn to life experiences both in their city and around the globe.

Thirty-second spots in the campaign, including "Endurance Race," spotlighting capability, and "Beach," spotlighting the all-new 2015 Jeep Renegade MySky Open-Air Roof System, in addition to a 30-second version of "Renegades," will launch in the coming weeks.

The new music platform for the 2015 Jeep Renegade will be leveraged across the brand's social, digital and website channels. The Jeep.com/RenegadeLife microsite has been created as a lifestyle portal, rich with content for consumers to explore. Fans of the band will be able to watch the new commercial now, with new content being added as it becomes available.

About X Ambassadors
X Ambassadors have spent the last two years on the road in support of their two KIDinaKORNER/Interscope releases — "Love Songs Drug Songs" EP and "The Reason" EP. They shared the bill with Imagine Dragons, Panic! At The Disco, Lights and Jimmy Eat World, performed at festivals such as Firefly Festival, Made in America and Lollapalooza and headlined two tours of the U.S., including the "Into The Jungle" tour which followed the success of their single "Jungle." X Ambassadors are currently working with Grammy-winning producer Alex Da Kid, who signed them to his KIDinaKORNER label, on their debut full-length album which will be released later this year. The Brooklyn indie rockers are confirmed for some 2015 festivals, including Bonnaroo, and an opening slot on this summer's Milky Chance tour. For more information and tour dates visit www.xambassadors.com.

About the All-New 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 for which the Jeep brand is known. 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.

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