

Jeep® Brand Teams Up With USA Basketball and Sony/ATV Music Publishing for Third Annual Summer of Jeep Campaign

- The Jeep® brand's third annual Summer of Jeep campaign features the brand's [75th Anniversary Special Edition lineup](#) for its signature summer-selling season through multi-faceted partnerships with USA Basketball and Sony/ATV Music Publishing
- The fully integrated campaign features USA Basketball Men's National Team finalist Paul George in two of three new television spots
- "4x4Summer" with Sony/ATV Music Publishing songwriter and artist Morgan Dorr reimagines for summer the Jeep brand custom track "4x4ever," launched during Super Bowl telecast as part of brand's 75th anniversary
- Campaign features three new break-through 30-second television commercials: "4x4Summer," "What I Stand 4" and "4 New Perspective"
- 360-degree fully integrated campaign includes general market, African-American and Hispanic on-air, retail and product executions, in addition to digital, social and experiential elements
- Campaign's extension across Jeep brand social media platforms provides the opportunity for consumers to continue to share their own #MyJeepStory themed for summer at www.jeep.com/myjeepstory, in addition to Facebook, Twitter and Instagram

June 6, 2016, Auburn Hills, Mich. - The Jeep® brand has teamed up with USA Basketball and Sony/ATV Music Publishing to launch its third annual summer brand campaign. The campaign features USA Basketball Men's National Team finalist Paul George in two of its three new spots. The fully integrated campaign includes a multi-faceted approach with general market, African-American and Hispanic on-air, retail and product executions, as well as print, digital, web, experiential and social elements that span across Jeep brand social media platforms, including [Facebook](#), [Twitter](#) and [Instagram](#). The campaign complements the year-long celebration of [Jeep brand's 75th Anniversary](#), which also includes special-edition vehicles that showcase open-air freedom, bold style and a new spirit of adventure as the "official vehicles of summer."

The campaign debuts with two new 30-second television commercials featuring Paul George – "4x4Summer" and "What I Stand 4." "4x4Summer" celebrates the adventure and freedom that arrives with the long days and late nights of summer – from days devoted to traveling unexplored paths to nights spent surrounded by friends – with music by Sony/ATV Music Publishing songwriter and artist Morgan Dorr performing the Jeep brand's custom track "4x4ever" reimagined for summer. The second commercial, "What I Stand 4," features Paul George (with family and long-time friends) as he chronicles his basketball journey, while focusing on what inspires him.

A third spot, "4 New Perspective," which celebrates the Hispanic culture, will debut the week of June 6. Both "What I Stand 4" and "4 New Perspective" feature custom tracks influenced by the original Morgan Door "4x4ever" piece.

"Our Super Bowl spots set the stage for celebrating the Jeep brand's 75th anniversary this year – with 'Portraits' serving as an acknowledgment of the brand's worldwide community and '4x4ever' bringing to life in song the attitude of Jeep vehicles' off-road soul and on-road performance," said Olivier Francois, Chief Marketing Officer, FCA – Global. "Our summer campaign continues this theme through a unique alignment combining the power of a custom music platform from Sony, USA Basketball Men's National Team finalist Paul George, the USAB team and our special-edition 75th Anniversary vehicles. '4x4summer,' 'What I Stand 4' and '4 New Perspective' serve to fuel the dreams and aspirations of adventurers all around the world during one of our favorite seasons while marking

a milestone year for the Jeep brand.”

“Positioning the Jeep brand’s 75th Anniversary Special Edition lineup as the official vehicles of summer gives us the opportunity to celebrate this brand achievement and highlight the open-air freedom that enables consumers to go out and enjoy the season to its full potential,” said Mike Manley, Head of Jeep Brand and Ram Brand, FCA – Global. “Available across the entire Jeep brand portfolio, our 75th Anniversary models feature unique interior and exterior accents that pay tribute to the brand’s history. We are excited to share the summer with our global fans and followers, who have all helped to shape the legacy of our brand.”

“We at Sony/ATV are proud to extend our winning relationship with Jeep after we initially created for them the custom track ‘4x4ever’ for what became the most Shazamed Super Bowl commercial of 2016,” said Brian Monaco, Sony/ATV Executive Vice President, Worldwide Head of Advertising, Film & TV. “It is a real endorsement of Jeep’s faith in us as their music partner that we have now had the opportunity to make three brand new versions of this hugely popular track.”

“We are extremely pleased to have the Jeep brand’s support of USA Basketball as we head into summer competition,” said Jim Tooley, USA Basketball CEO. “USA Basketball is proud to be a part of Jeep’s 75th anniversary celebration and featured in the brand’s fully integrated summer campaign.”

Fans can get in on the game by sharing their own #MyJeepStory on the Jeep brand’s 75th anniversary microsite, www.jeep.com/myjeepstory, in addition to [Facebook](#), [Twitter](#) and [Instagram](#). #MyJeepStory provides a platform for the brand’s passionate community and the wider world to join the 75th anniversary celebrations by sharing their own, authentic and inspiring Jeep stories – enabled by Jeep vehicles and embodying the spirit of the brand through the pillars of freedom, adventure, authenticity and passion. Throughout the year, fans and followers will have the chance to create a new #MyJeepStory via Jeep branded experiences and adventures. As part of Military Appreciation Month, veteran Noah Galloway, who recently appeared on ABC’s “Dancing with the Stars,” shares his inspiring and heartfelt #MyJeepStory, which can be viewed [here](#). Music artist [Ciara](#) shared her #MyJeepStory earlier this year.

The #MyJeepStory campaign launched this year following the debut of the Jeep brand’s “ [Portraits](#)” video during the Super Bowl 50 telecast. “Portraits” served as an acknowledgment to the many people, faces and moments that have shaped the history of the brand beginning in 1941. Its proclamation – “We don’t make Jeep, you do” – recognizes the global truth that the rightful ownership of the brand resides within its worldwide community of fans, followers and drivers.

Experiential efforts will further expand the campaign and support brand partnerships with USA Basketball (and many others through media). Starting in July, consumers will be able to take part in the Jeep brand “Summer of Jeep” experience during events to be held in Chicago, Denver and Atlanta. Highlighting the unique lineup of special-edition vehicles that celebrate summer with their open-air freedom, bold style and unique new spirit of adventure, this experience will include music and sports platforms to amplify the Jeep brand’s epic summer season while showcasing engaging product features.

The entire campaign was a collaboration that included DDB Chicago, Alma DDB and DDB Chicago with Footsteps.

[Schedule - USA Basketball Showcase presented by Verizon:](#)

July 22	USA vs. Argentina	TBA, Las Vegas, Nevada
July 24	USA vs. China	Staples Center, Los Angeles, California
July 26	USA vs. China	Oracle Arena, Oakland, California
July 29	USA vs. Venezuela	United Center, Chicago, Illinois
August 1	USA vs. Nigeria	Toyota Center, Houston, Texas

*Schedule subject to change.

*All exhibition game times will be announced at a later date.

About USA Basketball

Based in Colorado Springs, Colo., USA Basketball, chaired by Jerry Colangelo, is a nonprofit organization and the

national governing body for men's and women's basketball in the United States. As the recognized governing body for basketball in the U.S. by the International Basketball Federation (FIBA) and the United States Olympic Committee (USOC), USA Basketball is responsible for the selection, training and fielding of USA teams that compete in FIBA-sponsored international competitions, as well as for some national competitions, and for the development of youth basketball initiatives that address player development, coach education and safety.

For further information about USA Basketball, go to the official website of USA Basketball at usab.com and connect with us on facebook.com/usabasketball, twitter.com/usabasketball, plus.google.com/+usabasketball and youtube.com/usab.

About Sony/ATV Music Publishing

Sony/ATV Music Publishing, established in 1995 as a joint venture between Sony and Michael Jackson, is the world's leading music publisher. Together with EMI Music Publishing, Sony/ATV owns or administers around 3 million copyrights, including those from such iconic music catalogs like Leiber & Stoller, Mijac Music, Motown and Famous Music. Sony/ATV also controls many of the best known songs ever written like "New York, New York", "Hallelujah", "All You Need Is Love", "You've Got a Friend", "Moon River", "Jailhouse Rock", "The Mission Impossible Theme", "Ain't No Mountain High Enough", "Over the Rainbow", "Stand By Me", "I Heard It Through The Grapevine" and "Singin' in the Rain". In addition, Sony/ATV represents the copyrights of such legendary artists as The Beatles, Leonard Cohen, Bob Dylan, Marvin Gaye, Michael Jackson, Carole King, Kraftwerk, Joni Mitchell, Willie Nelson, Roy Orbison, Queen, The Rolling Stones, Richie Sambora, Sting, The Supremes, Wyclef Jean, Hank Williams and Stevie Wonder, among others. Its ever-growing list of chart-topping artists, writers and producers includes Akon, Avicii, Calvin Harris, Jessie J, Alicia Keys, Lady Gaga, P!nk, RedOne, Shakira, Ed Sheeran, Sam Smith, Stargate, Taylor Swift, Kanye West and Pharrell Williams.

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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