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“Recalculating” Broadcast Spot Launches Jeep® Brand Marketing and Advertising Campaign for All-new 2017 Jeep Compass

- Campaign launches in U.S. with 60-second “ Recalculating” spot on broadcast in North America on Thursday, May 4
- Global campaign will feature customized creative for each region
- In addition to TV, the campaign includes print, in-cinema 3D, digital advertising, CRM and experiential activations
- Jeep® Compass custom content to be featured as part of NBCU Content Studio partnership
- Prominent media integration at Bonnaroo Music & Arts Festival in Manchester, Tennessee, (June 8-11) features the all-new 2017 Jeep Compass
- Jeep brand to display creative featuring all-new 2017 Jeep Compass on the front of Chrysler World Headquarters and Technology Center in Auburn Hills, Michigan

May 4, 2017, Auburn Hills, Mich. - The Jeep® brand is launching its North American marketing campaign for the all-new 2017 Jeep Compass on Thursday, May 4, 2017. The 360-degree marketing campaign will leverage television, print, radio, experiential, digital, in-cinema 3D, social and website channels, in addition to long-form video elements, as part of its launch. The 60-second “ Recalculating” video can be viewed on the Jeep brand’s YouTube channel and across the brand’s social media platforms, including Facebook, Twitter and Instagram. The all-new 2017 Jeep Compass is available in dealerships now.

“The all-new 2017 Jeep Compass delivers a truly global compact SUV,” said Mike Manley,Head of Jeep Brand and Ram Brand, FCA – Global. “Offering an unmatched combination of attributes that includes best-in-class 4x4 off-road capability, advanced fuel-efficient powertrains, superior on-road driving dynamics, innovative safety and advanced technology features, and premium and authentic Jeep design, it will be pivotal in reaching a broader audience of consumers. The addition of the all-new Jeep Compass to the brand’s SUV lineup continues to redefine and grow our stronger-than-ever Jeep portfolio.”

“The objective of our ‘Recalculating’ campaign is to establish global relevance for the all-new 2017 Jeep Compass within an extremely competitive CSUV category,” said Olivier Francois,Chief Marketing Officer, FCA. “We expect its message of life’s journey moving us in many directions to resonate with our millennial audience while staying true to the Jeep brand’s core value of freedom."

The 60-second “ Recalculating” anthem spot features purposeful storytelling highlighting millennials (and those in broader life stages) navigating through the many twists and turns of life, with each shift in direction – from career changes, marriage, relocation and parenthood – inevitably creating new challenges and obstacles. Both invigorating and sometimes terrifying, each unfamiliar direction offers a new opportunity to discover, refine and express their identity to the world. The spot proclaims, “Whatever the destination, with the right compass as a guide, there are a million beautiful ever-changing ways to get us there.”

Following the debut of the 60-second spot “ Recalculating,” four 30-second product spots will launch mid-May.

In addition to national broadcast (including primetime programming such as “Saturday Night Live,” “Modern Family,” “Law & Order,” “Super Store,” “The Bachelorette,” “Once Upon a Time” and “Dancing with the Stars”), the campaign also leverages print (*GQ, Men’s Fitness, People, Shape* and *Wired*), in-cinema 3D, digital

advertising, CRM and experiential activations.

The global campaign will feature customized creative for each region, which will launch over the summer.

The " Recalculating" campaign was created by the Jeep brand in partnership with DDB Chicago.

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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