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## **After Record-Breaking Title, Jeep® and Juventus Look to Next Challenge**

May 31, 2017, Turin, Italy - As the official sponsor of the Italian football club Juventus, Jeep® celebrated the Turin soccer club's record-breaking sixth straight Series A title. This title not only means the sixth *Scudetto* in a row for the club, but also reaffirms the team's benchmark as Italy's team with most championships. The decisive match was played wearing the team's exclusive jersey featuring the Jeep Compass across.

Juventus embodies the Jeep brand's rugged attitude and has proved its resilience once again – reaching an unexplored path. This combination of passion and the ability to overcome any challenge is why the Jeep brand has accompanied the team's path of success for five seasons as an official sponsor, and looks forward to sharing with Juventus many more challenges, including their next match at 2:45 p.m. EDT on Saturday, June 3 in Cardiff.

### **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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