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## World Surf League and Jeep® Brand Extend and Expand Global Partnership With Multiyear Deal

- Jeep® brand continues as official and exclusive global automotive partner of the WSL and naming rights partner of men's and women's championship tours
- New Jeep Leader Jersey campaign unveiled at upcoming Hurley Pro and Swatch Pro at Trestles events
- More at [WorldSurfLeague.com](http://WorldSurfLeague.com)

September 8, 2017, Auburn Hills, Mich. - The World Surf League (WSL) and Jeep® brand have announced a long-term renewal and expansion of their global partnership. With the extended partnership, the Jeep brand continues as the official and exclusive global automotive partner of the WSL and the naming rights partner to the WSL Jeep Leaders Tour Rankings for the men's and women's Championship Tour.

The partnership, which was first announced in May 2015 with the Jeep brand becoming the first-ever exclusive automotive partner of the WSL, has been renewed as part of a multiyear deal, which includes 2020, the year that surfing will make its debut on the world stage at the Olympic Games in Tokyo.

"The Jeep brand embodies the spirit and soul of surfing and surf lifestyle, which makes this partnership so special," said Beth Greve, WSL Chief Commercial. "We are incredibly excited to continue working together to bring amazing competitions, more must-see stories of the Jeep Leaderboard and showcase the WSL's best in the Jeep Leader Jersey to our fans around the globe."

"Extending our partnership with the World Surf League allows the Jeep brand to remain firmly immersed in a culture that shares a similar identity and core set of beliefs," said [Mike Manley](#), Head of Jeep Brand, FCA – Global. "The convergence of these like-minded values – freedom, adventure, authenticity and passion – offers the Jeep brand the ability to connect globally with our fans and followers through on-site beach activations and live online streaming of worldwide surfing events over the next few years."

The partnership will see the Jeep brand continue its sponsorship of surfing's most sought-after properties, the Jeep Leaderboard and the iconic yellow Jeep Leader Jersey, with a refresh of the program. A new Jeep Leader Jersey, as well as new branding across both digital and broadcast Jeep Leader graphics, and a special locker room design for Jeep front-runners, has been unveiled at the Hurley Pro and Swatch Pro at Trestles (September 6 - 17).

The refresh will also be complimented by a series of exciting new content, including one piece that celebrates the incredible moments that have happened with the jersey over the past three years. Furthermore, the world's best male and female surfers each year, the men's and women's WSL Champions, will be awarded a Jeep brand vehicle at the end of the season.

A number of on-site activations are planned throughout the year to showcase the ultimate surf vehicles supporting WSL event operations, as well as engaging fans on the beach at Championship Tour (CT) events and those watching around the world on the broadcast. The Jeep brand will also highlight its product portfolio globally via WSL's unique, geo-targeted digital and linear media solutions.

The partnership will see the Jeep brand expand its portfolio and support of professional surfing with sponsorship of

six WSL Qualifying Series events in key markets around the world, including the Anfaplace Pro Casablanca (September 12 - 17), as well as continued support of the WSL CT, including the upcoming Hurley Pro (September 6 - 17) and the Billabong Pipe Masters (December 8 - 20) on the men's side and the Swatch Pro (September 6 - 17) and Maui Women's Pro (November 25 - December 6) on the women's tour.

Consumers will be able to explore content from the most recent WSL events, including the Jeep Leaderboard and the wearer of the coveted yellow Jeep Leader Jersey, via [Jeep.com/wsl](http://Jeep.com/wsl) on desktop and [www.jeep.com/en/mobile/wsl](http://www.jeep.com/en/mobile/wsl) for mobile. Surf content, including an interactive schedule of upcoming WSL Championship Tour events and a gallery of top videos and photos, will show off some of the mind-blowing action. Additional content includes the Jeep brand's new global WSL focused campaign "Crazy Passionate," introducing the incredible athleticism and lifestyle of the WSL to Jeep brand fans everywhere.

The events will be broadcast live via [WorldSurfLeague.com](http://WorldSurfLeague.com), the [WSL app](#) and on [Facebook LIVE via the WSL's Facebook page](#). Also, check the local listings for coverage on CBS Sports Network in the United States, Fox Sports in Australia, ESPN in Brazil, Sky NZ in New Zealand, SFR Sports in France and Portugal, Sport TV in Portugal and the EDGEsport Network.

For more information, check out [WorldSurfLeague.com](http://WorldSurfLeague.com)

### **Jeep Brand**

Built on more than 75 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, Gladiator, Grand Cherokee, Renegade and Wrangler. 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.

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