

The Jeep® Brand Recognized as a 'Cult Brand' Honoree by The Gathering

- Jeep® brand is the first, only automotive brand to be recognized by The Gathering
- Jeep brand honored for outstanding courage, and unconventional thinking, in achieving enviable brand engagement and reaping the benefits of cult-like status
- Jeep brand is one of eight 2018 Honorees, including Beats by Dr. Dre™, Gatorade, Jack Daniel's Tennessee Whiskey, Snickers®, PlayStation®, Vans® and charity: water

February 26, 2018, Auburn Hills, Mich. - Jeep® has been recognized as a 2018 "Cult Brand" Honoree at the annual The Gathering (Society of Cult Brands). Jeep is the first and only automotive brand to be recognized by the association. [Eight brands](#), and their leaders, were honored at The Gathering in Banff, Alberta (Feb. 21-23) for their outstanding courage and unconventional thinking in achieving enviable brand engagement and reaping the benefits of cult-like status.

"Having the Jeep brand acknowledged as a Cult Brand Honoree, just as the all-new [2018 Jeep Wrangler](#) and new [2019 Jeep Cherokee](#) begin to arrive in dealerships, is a testament to the people who since 1941 have dedicated themselves to building the world's most capable SUVs with off-road capability that is second to none," said Mike Manley, Head of Jeep Brand – FCA. "The global Jeep community is like no other. There is no other automotive brand that is so instantly recognizable and woven into the history of its home nation yet recognized around the world, and one that is protected with such a passion by its owners, fans and followers."

"Other automotive brands have been nominated over the years, but it's so fitting that Jeep is the first Cult Brand Honoree. It's an iconic brand with vehicles that stand apart from any other in the automotive category," said Chris Kneeland, The Gathering co-founder and Chair of the Brand Selection Committee "Their marketing, product innovation and customer engagement are best-of-breed and represent exactly how cult brands foster internal and external brand engagement."

About The Gathering

Founded in 2013, The Gathering is an exclusive summit focused on exposing the principles and practices employed by the world's most successful brands. Keynoted by Brene Brown, The Gathering 2018 will bring together respected thought leaders and senior executives behind brands who've dominated their industries or categories by winning the irrational loyalty and devotion of customers and fans the world over. Learn more at www.cultgathering.com.

Jeep Brand

Built on nearly 80 years of legendary heritage, Jeep is the authentic SUV with 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. Jeep is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/MTA: FCA), please visit www.fcagroup.com.

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