Contact: Diane Morgan

Jeep® Brand Releases Long-form Video “More Than Just Words” in Advance of the Big Game

- New video “ More Than Just Words” launches across Jeep® brand’s digital and social channels today
- The long-form commercial, the second video released by the brand this week in the lead-up to the Big Game, is a visual narration of "The Star-Spangled Banner"
- Brand released "Crusher" featuring the all-new 2020 Jeep Gladiator earlier this week

January 31, 2019, Auburn Hills, Mich. - The Jeep® brand launched its second video this week, “ More Than Just Words,” in the lead-up to the Big Game.

“More Than Just Words” is an illustrative narration of "The Star-Spangled Banner.” The song serves as the catalyst that takes viewers on an unexpected musical and visual odyssey, with images splashing across the screen representing the song’s lyrics. Jeep brand vehicles embody the spirit of the brand through the pillars of freedom, adventure, authenticity and passion.

"We're delighted to continue our collaboration with OneRepublic," said Olivier Francois, Chief Marketing Officer, FCA. "The band's soaring musical arrangement and Ryan Tedder's vocals complementing the visual images behind the song's lyrics makes the video come to life in a way we only dreamed possible."

The Jeep brand’s “More Than Just Words,” directed by Mark Toia with music by OneRepublic, was created in partnership with Dallas-based The Richards Group.

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.

Follow Jeep and company news and video on:
Company blog: http://blog.stellantisnorthamerica.com
Media website: http://media.stellantisnorthamerica.com
Jeep brand: www.jeep.com
Facebook: www.facebook.com/jeep
Instagram: www.instagram.com/jeep
Twitter: www.twitter.com/jeep
LinkedIn: www.linkedin.com/company/jeep
YouTube: www.youtube.com/thejeepchannel or https://www.youtube.com/StellantisNA

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com