Contact: Diane Morgan

Jeep® Brand Announces #JeepTopCanine Winner, Bear, on National Dog Day

- Fans crown Bear as Jeep® brand's top dog
- Bear will be featured in exclusive Jeep brand social media content for one year, until National Dog Day 2021
- All eight finalists can be viewed at www.JeepTopCanine.com
- #JeepTopCanine search is one more way for the Jeep brand to give its followers a chance to be a part of its nearly 80-year legacy

August 26, 2020, Auburn Hills, Mich. - The Jeep® brand announced Bear as its **#JeepTopCanine** winner, as voted by fans. Bear, who was chosen from thousands of entries for the honor, has been crowned the favorite dog among the eight finalists. Named the first-ever #JeepTopCanine on National Dog Day, Bear will appear as the newest (and cutest) face of the Jeep brand across its social media channels, appearing in exclusive content for the next year, until National Dog Day 2021.

“As the true cult SUV brand revered around the world for its off-road legacy, Jeep owners share a love of adventure and freedom, and it’s almost an unwritten law that if you take out your Jeep SUV, your dog is coming with you,” said Olivier Francois, Chief Marketing Officer, FCA. “It’s that same devotion for their ‘best friends’ that our fans share for their Jeep vehicles. We saw it throughout our first-ever #JeepTopCanine search, giving our fans the opportunity to share and connect with fellow Jeep brand enthusiasts about their shared passions, reaching millions of fans through views and engagements across our social media channels and digital website throughout July and August."

Jeep enthusiasts are known to have their dogs buckled up with them as they seek out adventure, proudly featuring them along with their favorite Jeep vehicle in social media content through the years. This year, Jeep owners, fans and followers were able to post the best photo of their pup with their Jeep vehicle, and tag it with #JeepTopCanine on Instagram and Twitter, or upload it to www.JeepTopCanine.com,to enter.

In 2018, the Jeep brand was named the first-ever automotive brand to be recognized by The Gathering as a "cult brand."

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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