

Bruce Springsteen Leads the Jeep® Brand's 2021 Big Game Campaign "The Middle"

- Jeep® brand, with Bruce Springsteen, to launch two-minute film "[The Middle](#)" during the Big Game telecast today, Sun., Feb. 7, 2021
- "The Middle" was filmed in locations across the United States, including on the grounds of the U.S. Center Chapel in Lebanon, Kansas, which stands on the geographical center (the middle) of the United States of America's lower 48 states
- "The Middle" campaign marks the 10-year anniversary of the "Imported from Detroit" Big Game campaign, recognizing and celebrating American ingenuity as seen through the lens of the Detroit automaker

February 7, 2021, Auburn Hills, Mich. - Bruce Springsteen and the Jeep® brand have joined together to launch the two-minute film "[The Middle](#)." The film can now be viewed across the Jeep brand's social media channels, and it will make a one-time television appearance during tonight's Big Game. The campaign debuts nearly 10 years to the day from the launch of the "[Imported from Detroit](#)" campaign.

Springsteen was intimately involved in creating "The Middle" and worked closely with longtime director Thom Zimny. He wrote and produced the original score with frequent collaborator Ron Aniello.

Said Jon Landau: "Olivier Francois and I have been discussing ideas for the last 10 years and when he showed us the outline for 'The Middle,' our immediate reaction was, 'Let's do it.' Our goal was to do something surprising, relevant, immediate and artful. I believe that's just what Bruce has done with 'The Middle'."

"From 'Imported from Detroit' and 'Halftime in America' to 'Farmer,' and most recently 'Groundhog Day,' we have looked at making meaningful and emotional connections with millions of viewers, with cultural relevancy at the core of our communication," said Olivier Francois, Global Chief Marketing Officer, Stellantis. "'The Middle' is a celebration of the Jeep brand's 80-year anniversary and, more timely, it is a call to all Americans to come together and seek common ground as we look collectively to the road ahead."

Added Francois, "Bruce Springsteen was instrumental in crafting this joint message. His experiences and perspective have often been called upon to bridge a divide. Now seems to be a time when a message like this is greatly needed."

The Jeep brand campaign was created in partnership with Doner agency in Michigan.

Over the last decade, the Jeep, Dodge and Ram brands have evoked aspirational messaging in their Big Game campaign efforts. While "Imported from Detroit" spoke to the grit, ingenuity and determination of the American (Detroit) automotive workforce in 2011, the following year "Halftime in America" sought to galvanize Americans going through challenging times, with Clint Eastwood stating, "This country can't be knocked out in one punch. We get back up again." Then, in 2013, the Ram brand launched "Farmer," acknowledging and honoring American farmers through the iconic words of legendary radio personality Paul Harvey.

More information is available on the [fact sheet](#) regarding production of "The Middle." The [full script](#) is also available.

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. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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