

“Built Free” Marketing Campaign Unveiled To Launch Return Of Renowned Cherokee To The Jeep Brand Line-Up

- All-new 2014 Jeep Cherokee marketing and advertising campaign debuts on Monday, October 28, with :60-spot across national broadcast and cable networks
- Campaign includes in-theater, print, digital, social and experiential extensions
- The Jeep brand will proudly display the all-new 2014 Jeep Cherokee on the front of the Chrysler Group headquarters in Auburn Hills beginning October 28
- All-new 2014 Jeep® Cherokee to start at \$22,995 MSRP (excludes tax, title and destination)

October 28, 2013, Auburn Hills, Mich. - The Jeep® brand will debut its “Built Free” marketing and advertising campaign on Monday, October 28, to herald the return of the renowned Cherokee to the Jeep vehicle lineup for the 2014 model year. The campaign will launch in the U.S. on Monday, October 28, with a :60-second commercial running across national broadcast and cable television, and includes in-theater, print, digital, social and experiential extensions. A :30-second spot will begin running across broadcast and cable on Monday, November 11. The all-new 2014 Jeep Cherokee is in dealerships this month. The commercial can be viewed at [Jeep Cherokee “Built Free” Commercial \(60-second\)](#).

“The Jeep brand has a rich history steeped in the unrelenting pursuit of freedom,” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. “The return of the Jeep Cherokee and the ‘Built Free’ campaign serves as a reminder that we can fulfill our daily responsibilities and still follow our innate desire to explore new and different experiences.”

The :60-second spot begins amidst a visual backdrop that evokes a time free of restrictions and one of unending possibilities, set to a recording by Bob Dylan. Narration with visual imagery juxtaposed between the 2014 Jeep Cherokee relate, “And little by little it changed. People told you things. Where to go. What to do. What not to do. Little by little, the world started to feel smaller. Only...it isn’t. You’re still here. And you’re still you. The horizons haven’t gone anywhere.”

“The return of the Cherokee nameplate to the Jeep brand brings with it the opportunity for consumers to experience an exciting vehicle that will move the midsize SUV segment forward,” said Mike Manley, President and CEO Jeep Brand, Chrysler Group LLC. “Whatever path consumers choose to follow, they can be assured that the all-new Jeep Cherokee will provide them with the craftsmanship, technology, safety, ride and handling and efficiency that modern living requires.”

The “Built Free” :60-spot will break on Monday, October 28, across broadcast and cable television, including ABC, NBC, CBS, FOX, ESPN, TNT, Big Ten Network, NBC Sports, Fox Sports One and NBA TV, across programming such as “The Voice,” “Blacklist,” “Revenge,” “X-Factor,” “Agents of S.H.I.E.L.D.,” “Grimm,” “Scandal,” “Saturday Night Live,” and high-rated sports programming including NFL and college football. A :30-second “Built Free” spot will begin running on broadcast and cable networks on Monday, November 11, including Discovery, E!, Bravo, History Channel, AMC, HGTV, National Geographic, and USA.

In addition to television, the campaign will include an exclusive in-theater :60-second spot launching on November 29 in conjunction with the upcoming 20th Century Fox film, “The Secret Life of Walter Mitty,” starring Ben Stiller (premiering on Christmas Day).

The extensive print campaign for the 2014 Jeep Cherokee will target monthly magazines’ December issues, on

newsstands in November, and includes Details, GQ, Wired, Marie Claire, InStyle, ESPN, Outside, Men's Fitness, Shape, HGTV magazine and Food Network magazine. As part of the print campaign, a USA Today ad running on October 22 gave the Jeep brand a first-ever advertiser masthead integration with the newspaper, extending across print and into digital properties through tablet and mobile platforms.

Digital partnerships include CBS Sports, Defy Media, the Weather Channel, Xbox, Yahoo! Fantasy Football, Facebook, SB Nation, Jumpstart Digital Media/Hearst and YouTube. The Jeep brand has also launched a Tumblr page (jeep.tumblr.com or tomorrow-is-now.com) embracing the Cherokee lifestyle where fans are encouraged to visit for inspiration or to share their own adventure photos.

A unique digital campaign for the 2014 Jeep Cherokee kicked off in summer 2013 with "Tales of the Trailhawk," an online video series designed to showcase the legendary 4x4 capability of the all-new 2014 Jeep Cherokee. The series features the off-road capabilities of the Trailhawk model as it conquers each of the trail-rated criteria of traction, articulation, maneuverability, ground clearance and water fording on some of the most challenging terrain at Hell's Revenge in Moab, Utah, and Rubicon Trail in Lake Tahoe, CA. Consumers are then invited to visit www.Jeep.com/CherokeeTales to "watch the entire story." The videos will also be shared within key blogging communities, including on the [Jeep brand's Official Facebook page](#).

In November, Camp Jeep®, the brand's unique, interactive, off-road experience, is expected to celebrate its one millionth passenger during its appearance at the Miami Auto Show (November 8-17, 2013). Experiential events across the United States, including New York, Boston, Philadelphia, Chicago, Washington D.C., Denver, Dallas, Houston, Atlanta and Detroit will also give consumers the opportunity to interact with the 2014 Jeep Cherokee through ride-and-drive events.

The Jeep Cherokee "Built Free" campaign was created in partnership with independent advertising agency Wieden+Kennedy.

The renowned Cherokee name returns to the Jeep vehicle lineup for the 2014 model year. The result – the all-new 2014 Jeep Cherokee – completely redefines the mid-size SUV segment, delivering available legendary Jeep 4x4 capability, a segment-first nine-speed automatic transmission, fuel economy improvements of more than 45 percent (versus the outgoing Liberty model), superior on-road ride and handling, a cutting-edge, revolutionary design, world-class craftsmanship, class-exclusive technology and more than 70 advanced safety and security features. The Jeep Cherokee is set to delight consumers both on the road and on the trail. More information on the all-new 2014 Jeep Cherokee can be found on the [Chrysler Group Media Site](#).

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand 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 includes Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand-drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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