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## **Jeep® Brand Marks 11 Years as Exclusive Automotive Sponsor of ESPN X Games Aspen Debuts New Advertising Campaign in Conjunction with Sponsorship**

- Jeep® brand to debut new 30-second commercial in conjunction with X Games Aspen 2014 on Saturday, January 18
- Spot to feature Warner Bros. Television's Rankin/Bass "Mr. Snow Miser" song
- Campaign to also include print, digital and social extensions
- "Polar Quest" social initiative gives fans opportunity to attend the games, and for one fan the opportunity to win a 2014 Jeep Wrangler Polar Edition
- Consumers can follow Jeep participation on the brand's Facebook page ([www.facebook.com/Jeep](http://www.facebook.com/Jeep)) and Twitter handle (@Jeep) with behind-the-scenes postings throughout the event
- Winter X athletes to hold autograph sessions in Jeep "Tag Shop"
- 2014 Jeep® Wrangler Polar Edition on display during games
- Jeep Snow Patrol will provide shuttle service between downtown Aspen and the mountain

January 17, 2014, Auburn Hills - The Jeep brand debuts a new on-air advertising campaign on Saturday, January 18, to coincide with the X Games Aspen 2014. In addition to the 30-second national television commercial, the campaign consists of print, digital and social extensions. For the 11th year, the Jeep® brand is returning to Aspen as the exclusive automotive sponsor of the world's premier winter actions sports event. The popular X Games Aspen will take place Thursday, January 23, through Sunday, January 26, at Buttermilk Mountain at Aspen/Snowmass. The 30-second spot, featuring the 2014 Jeep Wrangler Polar Edition, can be viewed on the [Jeep brand's YouTube Channel](#) starting on Saturday, January 18.

"Both the Jeep brand and X Games Aspen demonstrate what is possible when we face challenges with determination and passion," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "The 'Snow Miser' campaign reflects that even the coldest, most extreme elements of nature can bring out the best in us."

"The Jeep brand has been a proud sponsor of the ESPN X Games Aspen for 11 years. It is a collaboration that reaches a core consumer audience – those who share a desire for excitement and adventure," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "In addition to the custom content produced specifically for this signature event, our new 2014 Jeep Wrangler Polar Edition will be prominently featured on site during the games, allowing our consumers to engage with us in a way that is a natural fit for the Jeep brand."

The Jeep brand's new commercial, featuring the 2014 Jeep Wrangler Polar edition, will begin airing on Saturday, January 18, on ESPN and ESPN2 in conjunction with the X Games Aspen 2014. The new spot, "Mr. Ten Below," incorporates the lyrics from the Warner Bros. Television's Rankin/Bass animated holiday classic, "The Year without a Santa Claus." The new spot showcases the 2014 Jeep Wrangler Polar Edition as it spends the day conquering a deep snow covered mountain while others stay inside with lyrics (by writers Jules Bass and Maury Laws) proclaiming: "Friends call me Snow Miser, whatever I touch. Turns to snow in my clutch." The 2014 Jeep Wrangler Polar Edition attacks snow drifts and sends snow flying everywhere, as if it's disintegrating the snow on contact. The spot aligns

with the brand's action sport lifestyle and captures the capability of the Jeep Wrangler, showing that given the right equipment, the potential for adventure is limitless.

Creative efforts were developed by GlobalHue, based in Southfield, Mich., the Jeep brand's lead advertising agency.

ESPN and ABC will televise a combined 16 hours of live X Games Aspen competition in high definition from January 23-26, 2014. An additional 13.5 hours of competition will be carried on ESPN3, as well as the latest coverage across ESPN digital platforms, including XGames.com, X Games app, X Games pages across Twitter, Facebook, Tumblr and more.

In addition to television, the Jeep brand's campaign will feature print, digital and social extensions, including the "Polar Quest" social program. Now through Monday, January 27, 2014, fans can visit [www.JeepPolarQuest.com](http://www.JeepPolarQuest.com) to participate in the Jeep "Polar Quest" promotion. Fans can use the clues provided to locate badges hidden across the Internet. For each badge claimed, participants earn one entry into the "Polar Quest" sweepstakes.

The "Polar Quest" has three phases for sweepstakes winner selection. On January 2, three winners were randomly selected for an all-expenses paid trip to X Games Aspen where they will compete live for the chance to win a 2014 Jeep Wrangler. On January 15, three lucky Phase Two winners were randomly selected to win a trip for two to Jackson Hole, Wyo. The sweepstakes will come to an end with a third and final drawing on Wednesday, January 29, 2014, where more than 500 fans will be randomly selected to receive Jeep branded winter gear.

For more information on the Jeep "Polar Quest" promotion, please visit [www.JeepPolarQuest.com](http://www.JeepPolarQuest.com) or "Like" the Jeep brand on Facebook at [www.Facebook.com/Jeep](http://www.Facebook.com/Jeep) for updates.

### **Jeep Tag Shop**

The Jeep brand will bring back the "Tag Shop" to the X Games Aspen. The unique two-story, 20-by-20-foot structure, resembling an enclosed garage with functioning garage doors, will serve as a hub of Jeep brand activities, where consumers can interact with Jeep product specialists, meet popular athletes and enjoy music from the covered second-floor DJ booth. A variety of X Games Aspen athletes will be on hand to sign autographs at the Jeep Tag Shop. Visitors to the Tag Shop will have a chance to win Rossignol snowboard and ski gear.

### **Jeep Wrangler Polar Edition**

Jeep Wrangler Polar Edition takes inspiration from the severe climate and extreme conditions that characterize the Antarctic region. The new Jeep Wrangler Polar Edition was designed to express the freedom of going beyond the known limits to venture into unexplored territories: an experience that only Wrangler enthusiasts can enjoy, thanks to the reliability and safety granted by a vehicle featuring benchmark technology and unmatched off-road expertise achieved in more than seventy years of history. With its hostile routes and severe climate, the Antarctic region offers the driving conditions that the iconic Jeep Wrangler was engineered to conquer.

Featuring exclusive styling cues, 18" Gloss Black alloy wheels, body-colour hardtop and original Mopar® accessories, the new Jeep Wrangler Polar will be available in both two- and four-door Unlimited versions. Based on the Jeep Wrangler Sahara, the exterior of the new Wrangler Polar Edition boasts unique features such as the new front grille, Powerdome hood and the body-color hardtop with deep-tint sunscreen glass. A Gloss Black Jeep logo above the front grille and Gloss Black 18" alloy wheels enhance the distinctive look of the vehicle. Completing the exterior appointment of the new Jeep Wrangler Polar Edition is the unique, three-color hood decal, featuring the outline of mountains, and the black fuel-filler door from Mopar.

### **Jeep Brand**

Built on over 70 years of legendary heritage, Jeep is the authentic SUV 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 consists of the Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six 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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