

## Jeep Brand Teams Up With Epic Records and USA Basketball for New Summer Campaign Featuring Just-released Music by Michael Jackson

- Collaborative campaign introduces the Jeep brand's all-new Altitude Edition lineup for its signature summer-selling season utilizing an innovative approach that breaks the mold through multi-faceted partnerships
- Innovative campaign will include four new break-through 30-second television commercials; all four introduce "Love Never Felt So Good," a just-released song from Michael Jackson's upcoming album XSCAPE through Epic Records (available on May 13)
- Campaign incorporates the Jeep brand's partnership with USA Basketball and will feature National Team point guard Kyrie Irving
- 360-degree fully integrated campaign includes an omni-channel approach with general market, African-American and Hispanic on-air and retail executions, as well as print, digital, web, experiential and social elements that span across Jeep brand social media platforms including [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#)
- TV commercials launch across broadcast and cable networks today, Thurs., May 8
- The engaging summer-long campaign offers prizes to include trips to USA Basketball exhibition games and a chance to win an all-new 2014 Jeep Wrangler Altitude Edition
- Campaign further extends Jeep brand's alliance with USO (United Service Organization) to support military troops and their families

May 8, 2014, Auburn Hills, Mich. - The Jeep brand has teamed up with Epic Records and USA Basketball to launch a first-ever summer brand campaign today (Thurs., May 8). The campaign features the Epic Records just-released song "Love Never Felt So Good" by Michael Jackson and will star USA Basketball National Team point guard Kyrie Irving. The 360-degree fully integrated campaign includes an omni-channel approach with general market, African-American and Hispanic on-air and retail executions, as well as print, digital, web, experiential and social elements that span across Jeep brand social media platforms, including Facebook, Twitter, Instagram and YouTube. The campaign centers around the Jeep brand's 2014 Altitude Editions, which showcase open-air freedom, bold style and a new spirit of adventure as the "official vehicles of summer."

Three of the spots can be viewed here: "[Call of Summer](#)", "[Lovers of the Game](#)" and "[Summer Fans](#)."

The campaign tips off on-air today (May 8) during NBA playoff games with four new 30-second television commercials, two featuring USA Basketball point guard Kyrie Irving (2014 All-Star), and all four introducing the just released song ("Love Never Felt So Good") from the upcoming Michael Jackson XSCAPE album from Epic Records, which will be available in stores everywhere May 13.

"This is a unique collaboration with Epic records and L.A. Reid, and the USA Basketball Team – together we are creating a new definition of summer," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "'Love Never Felt So Good' makes you want to dance, to move, to play, to get up off the couch – the same way people feel when they are driving Jeep vehicles. It evokes open-air, fun, freedom – you just can't help but picture yourself behind the wheel with the unlimited possibilities of summer."

"We're extremely pleased to expand our partnership with Jeep," said Jim Tooley, USA Basketball CEO. "USA Basketball and Jeep are a great fit as both organizations' legacy and drive to be the best resonate with sports fans around the world."

“Positioning the Jeep brand’s all-new Altitude Edition vehicles as the official vehicles of summer is a great way to showcase the open air freedom of our brand that enables consumers to get out there and experience summer to the fullest. The Altitude lineup includes all of the vehicles in our portfolio – showcasing unique interior and exterior accents designed to appeal to a broad spectrum of consumers,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “The brand is excited to be a key part of the summer experience.”

Consumers can get in on the game Thurs., May 22 through Mon., Sept. 1, by accessing custom content across the Jeep brand’s summer campaign microsite [www.jeep.com/summer](http://www.jeep.com/summer), and win prizes throughout the summer. Twice a week, consumers can upload a summer photo moment using the #jeepsummer hashtag on Instagram. Each photo upload with the hashtag equals a contest entry to win prizes, including the chance to win an all-new 2014 Jeep Wrangler Altitude Edition.

In addition, the Jeep brand will continue its support of the USO (United Service Organization) as part of the summer-long campaign. For each photo uploaded with the designated hashtag via Instagram, the Jeep brand will donate \$1 to the USO. The Jeep brand’s alliance with the USO is part of its ongoing commitment to the support of troops and their families through its Operation SAFE Return Platform. Jeep has contributed close to \$2 million in funding and vehicles to the USO that have directly aided service members and their families in their efforts to re-acclimate our nation’s servicemen and women to civilian life.

Experiential efforts will further expand the campaign and support brand partnerships with USAB (and many others through media). Starting in July, consumers will be able to take part in the Jeep brand “All Things Summer” experience during events to be held in Las Vegas, Chicago, Los Angeles and New York. Through engagement highlighting the 2014 Altitude Edition vehicles and supported by music and sports platforms, the experience will amplify the Jeep brand’s epic summer season while showcasing products and technology.

#### USA Basketball Exhibition [Game Schedule](#):

August 1: Blue vs. White, Thomas & Mack Center, Las Vegas, Nevada  
August 16: USA vs. Brazil, United Center, Chicago, Illinois  
August 20: USA vs. Dominican Republic, Madison Square Garden, New York, New York  
August 22: USA vs. Puerto Rico, Madison Square Garden, New York, New York  
August 26: USA vs. Slovenia, Gran Canaria Arena, Gran Canaria, Spain

The campaign was created in partnership with Global Hue.

#### **About “Love Never Felt So Good”/XSCAPE:**

“Love Never Felt So Good” was written and originally recorded and produced by Michael Jackson and Paul Anka in 1983, around the time they recorded “This Is It.” Produced by John McClain, co-executor of the Estate of Michael Jackson, the contemporized recording is a magic combination of the new and the original production that retains the track’s analog, early '80s feel, while also sounding right at home with the disco-soul inflected music of today. *USA Today* wrote, “old school snap and tingle with warm leaping strings that recall the melodic and rhythmic punch of Jackson’s work with Quincy Jones.”

Executive produced by Epic Records Chairman and CEO L.A. Reid, XSCAPE features music that the world will be hearing for the very first time. Reid curated the final list of recordings to deliver to the producers, who retooled the production to add a fresh, contemporary sound that retains Jackson’s essence and integrity. It’s a process Reid calls “contemporizing.” The album’s lead producer, Timbaland, was one of a handful of producers Reid believed had the gravitas, depth and range to creatively engage with Jackson’s work. Additional producers include global hitmakers Rodney Jerkins, Stargate, Jerome “JRoc” Harmon and John McClain.

#### **USA Basketball**

Based in Colorado Springs, Colo., USA Basketball, chaired by Jerry Colangelo, is a nonprofit organization and the national governing body for men’s and women’s basketball in the United States. As the recognized governing body for basketball in the U.S. by the International Basketball Federation (FIBA) and the United States Olympic Committee (USOC), USA Basketball is responsible for the selection, training and fielding of USA teams that compete in FIBA-

sponsored international competitions, as well as for some national competitions, and for the development of youth basketball initiatives that address player development, coach education and safety.

USA teams are the current men's and women's champions in the Olympics; men's and women's FIBA World Championships (Basketball World Cup); men's and women's FIBA U19 and U17 World Championships; men's and women's FIBA Americas U18 and U16 Championships; the Nike Hoop Summit; the FIBA 3x3 Women's World Championship; and the FIBA 3x3 Women's U18 World Championship. USA Basketball currently ranks No. 1 in all five of FIBA's world-ranking categories, including combined, men's, women's, boys and girls.

For further information about USA Basketball, go to the official Web site of USA Basketball at [usab.com](http://usab.com) and connect with us on [facebook.com/usabasketball](https://facebook.com/usabasketball), [twitter.com/usabasketball](https://twitter.com/usabasketball), [plus.google.com/+usabasketball](https://plus.google.com/+usabasketball) and [youtube.com/usab](https://youtube.com/usab).

### **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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