

Jeep® Brand Celebrates 75 Years With Two Commercials Honoring the Brand's Anniversary During the Super Bowl 50 Broadcast

- Jeep® brand debuts :60 **"Portraits"** and :60 **"4x4ever"** videos highlighting the brand milestone

February 7, 2016, Auburn Hills, Mich. - The Jeep® brand celebrates its 75th anniversary this year and it is highlighted by two new distinct videos launched during the Super Bowl 50 broadcast that recognize the brand milestone, both paying tribute to its legacy and looking ahead to its future.

The first :60 video **"Portraits"** is a nod to the past, an acknowledgment to the many people, faces and moments that have shaped the history of the brand beginning in 1941. *"We don't make Jeep, you do"* recognizes the global truth that the rightful ownership of the brand resides within its worldwide community of fans, followers and drivers. From the brave soldiers of World War II, to boundary-breaking mavericks of the past and the trailblazers of the present, every person has an incredible story to tell about how Jeep has enabled them to see, feel and do. Set behind an original music score, "Portraits" uses more than 60 carefully curated images from around the world, including famous icons (Marilyn Monroe, Jeff Goldblum, BB King, Aretha Franklin, Bobby Jones, Steve McQueen, Amelia Earhart) and pop culture moments ("Jurassic Park," "The Terminator"), linked together with iconic Jeep vehicles to bring to life and pay tribute to both the true spirit and humanity that has come to embody the brand.

The :60 "Portraits" spot can be viewed/embedded [here](#).

If "Portraits" pays homage to the brand's past and the people who have formed it, the :60 video **"4x4ever"** is the battle cry meant to bind its global community and drive Jeep brand followers toward the future. In a custom music track created specifically for the brand and performed by Sony Music artist Morgan Dorr, "4x4ever" brings to life in song the idea that 4x4 goes beyond solely representing those who blaze the Trails of the Rubicon and Moab to living a life that is without boundaries, with lyrics conveying the attitude that embodies the vehicles' off-road soul and on-road performance, all while fueling the dreams and aspirations of all adventurers around the globe. "4x4ever" is the cornerstone of the brand, telling the formidable story of capability that has transcended time and designs while providing a glimpse into the breadth of what it means to live 4x4 today, tomorrow, and to never say "never".

The :60 "4x4ever" video can be viewed/embedded [here](#).

The Jeep brand's "Portraits" was created in partnership with iris New York; "4x4ever" was created in partnership with DDB Chicago.

About Jeep Brand

Built on 75 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 Cherokee, Compass, Grand Cherokee, Patriot, Renegade, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options.

The Jeep brand recorded sales of more than 1.2 million units worldwide in 2015 – the highest total in its 75-year history – setting a global sales record for the fourth consecutive year. Sales of 1,237,583 Jeep vehicles improved upon the brand's 2014 global record of 1,017,019 by 22 percent. In the U.S., sales of 865,028 units bettered the 2014 total of 692,348 units by 25 percent.

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

Follow FCA US news and video on:

Company blog: blog.fcanorthamerica.com

Facebook: <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: www.instagram.com/FiatChrysler_NA

Twitter: www.twitter.com/FiatChrysler_NA

Twitter (Spanish): www.twitter.com/fcausespanol

YouTube: www.youtube.com/fcanorthamerica

Media website: media.fcanorthamerica.com

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>