

Contact: LouAnn Gosselin

Bradley Horn

## **Jeep® Returns to the Slopes of Whistler as Sponsor of Crankworx, North America's Largest Mountain Biking Festival**

- 2016 marks Jeep's sixth year supporting Crankworx as a Gold Level sponsor
- Running August 12-21, 2016, Crankworx is a 10-day event and North America's largest mountain biking festival
- Jeep will offer test drives of 75th Anniversary Edition vehicles, an exclusive Jeep Viewing Lounge, prizes and several other features

August 11, 2016, Windsor, Ontario - The legendary Jeep® brand is back for a sixth year on the slopes of Canada's famed Whistler mountain, as a Gold Level sponsor of the Crankworx mountain biking festival.

The largest such event in North America, Crankworx is the 10-day, defining celebration of gravity mountain biking, bringing together the world's top downhill, slopestyle and endurance riders with 135,000 fans for a week of jam-packed competition, concerts and that one-of-a-kind Whistler culture.

"As the Jeep brand marks its 75th Anniversary in 2016, we're thrilled to be back supporting Crankworx," said Bill Levasseur, Vice President Marketing, FCA Canada. "Part of the Jeep DNA is derived from its prowess for rugged, outdoor adventure, which fits perfectly with this famous B.C. mountain biking event. Also, Crankworx has gone global with events in France and New Zealand, a great reflection of Jeep's success on the world stage."

Crankworx runs from August 12-21, 2016, with Jeep as a key partner in and around the event with a variety of activations and displays.

The brand will again be in Whistler's Skier's Plaza with a two-level display topped by the exclusive Jeep Viewing Lounge. Jeep will also have five displays throughout Whistler Village featuring 75th Anniversary Edition and other 2016 models for fans to check out.

The ever-popular Jeep Off-Road Drive Course returns, giving attendees the chance to test drive the 2016 Wrangler 75th Anniversary Edition, Wrangler Sahara Unlimited, Grand Cherokee Overland, Renegade Trailhawk 4x4, Cherokee Trailhawk 4x4 and Wrangler Rubicon Unlimited.

Fans can also sign-up for the Jeep 360 program, which will reward them for participating in all of Jeep's activities. Attendees sign-up via iPad with a Jeep brand ambassador and receive a Jeep 360 wristband that they can scan at any Jeep location for the chance to win unique Jeep adventure prizes and gear, including passes for white water rafting, ziplining and heli-skiing, passes to the Whistler Bike Park and Peak 2 Peak Gondola, prize packs, including Jeep backpacks and blankets, and tickets to the Jeep Viewing Lounge to watch a top competition on the final weekend of Crankworx.

### **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.

### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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