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Jeremy Renner Debuts New Music, Stars in New Jeep® Brand Advertising Campaign Launching Today (Wednesday, July 10)

- Actor, singer-songwriter and musician Jeremy Renner debuts three new singles “Main Attraction,” “Nomad” and “Sign” as part of new Jeep® brand television campaign
- Renner stars in series of commercials for Jeep brand’s sixth annual “Summer of Jeep” campaign, breaking across television, digital and social channels beginning on Wednesday, July 10
- Renner’s “Main Attraction,” “Nomad” and “Sign” are available now across streaming platforms
- Longer-form “mini music video” versions of the TV spots can be viewed on Jeremy Renner’s official [YouTube channel](#) and the Jeep brand’s official [YouTube channel](#)

July 10, 2019, Los Angeles - Actor, singer-songwriter and musician Jeremy Renner is starring in a new Jeep® brand television campaign that includes three all-new music tracks from the artist: “Main Attraction,” “Nomad” and “Sign.” The “Summer of Jeep” campaign breaks across TV, digital and social channels today (Wednesday, July 10). “Main Attraction,” “Nomad” and “Sign” are available now across streaming platforms [here](#).

Along with the three television spots, the Jeep brand worked in unison with Renner and director Jeff Tomsic (“Spy Guys”) to simultaneously film the Jeep brand campaign and the official music video launching Renner’s single “Main Attraction,” in addition to Renner’s documentary project that charts his music pursuits.

"For consumers, owning a Jeep brand vehicle isn't about just one defining attribute. It's not just about the off-road capability of a Jeep Gladiator or the open-air freedom of a Wrangler or even the luxury of a Grand Cherokee, because all of those vehicles can be all of those things – the Jeep brand is the ultimate SUV brand, it defies labels. The same can be said about Jeremy Renner," said Olivier Francois, Chief Marketing Officer, FCA. "He's not just the on-screen action hero. He is a true Renaissance man with talents that go well beyond acting, as he continues to show us with the introduction of his new music, which is authentic, honest rock n' roll, and aligns with the same spirit and philosophy of the Jeep brand. Designed to celebrate a great American talent, this campaign is one of FCA's biggest creative endeavors that is driven by a shared vision, passion and performance."

"Party | Main Attraction:" Jeremy breaks free from the confines of a stuffy Hollywood black-tie affair in search of freedom and the chance to pursue new possibilities where community, freedom and music rule. When he finds it, he takes the mic at a packed summer roadhouse. (Jeep Grand Cherokee; 30-second, 15-second versions)

"Diner | Nomad:" While sitting at a diner writing music, Renner imagines himself on a road trip, inspiring the lyrics to a song. (Jeep Compass; 30-second, 15-second versions)

"Ride Swap | Sign:" In an engaging interaction between Jeremy and his fans, Jeremy trades his stale tour bus for the free-spirited, open-air freedom of a Jeep Wrangler. (Jeep Wrangler; 30-second, 15-second versions)

The Jeep campaign was created in partnership with the Chicago-based HighDive agency.

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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