

## **Duck Duck Jeep®: Jeep Brand Makes Waves at the Detroit Auto Show, Hosts the World's Largest Duck in Huntington Place Square**

- Many in the Jeep® brand community are known to “duck” each other’s vehicles in appreciation of their Jeep 4x4 vehicles
- Jeep brand will make waves with the world’s largest duck on site of Huntington Place Square beginning Wednesday, September 14, where it will remain during the entirety of the North American International Auto Show
- Fans can visit Jeep brand activation site at Huntington Place Square to take photos with the world’s largest duck and receive their own rubber duck (while supplies last)
- Additionally, Detroit’s own Milk & Froth Ice Cream has developed three Jeep brand-inspired ice cream flavors to be handed out during the first weekend of the auto show (Friday, September 16 – Sunday, September 18) while supplies last
- The “dessert-rated” flavors include Snazzberry, 4xe and Mud Terrain

September 12, 2022, Auburn Hills, Mich. - Jeep® 4x4 owners are a friendly bunch. It’s one reason they like to give a little wave as they pass each other on the street or the trail. That comradery has taken flight the last few years with many in the Jeep brand community now known to “[duck](#)” each other’s vehicles to show their appreciation for their rides.

During this year’s first-ever, indoor/outdoor Detroit Auto Show at Huntington Place & Hart Plaza, Jeep vehicle owners and enthusiasts can take pictures alongside the world’s largest duck and receive their own rubber duck to keep or gift (while supplies last) during the event’s first weekend (Sept. 17-18) while checking out the Jeep brand’s vehicle lineup in downtown Detroit.

The six-story (61-foot tall), 69-foot wide, 79-foot long “world’s largest duck,” weighing in at more than 8,000 pounds, will be on display in Huntington Place Square during the entire Detroit Auto Show. Fans can post photos across social media channels with the hashtag #duckduckJeep to get in on the fun, potentially win prizes and enter a national sweepstakes.

Consumers will also have the opportunity to sample three Jeep brand-inspired “dessert-rated” ice cream flavors created in partnership with Detroit’s own [Milk & Froth](#) Ice Cream. The ice cream flavors – Snazzberry, 4xe and Mud Terrain – will be handed out during the first weekend of the auto show (Friday, September 16 through Sunday, September 18) while supplies last.

In addition, both the popular Camp Jeep and Ram Truck Territory [indoor test tracks](#) will make their debut at the Detroit Auto Show. These interactive test tracks attract thousands of people and are sure to be fan favorites at the upcoming show.

Attendees who register to participate in any Stellantis experience at the Detroit Auto Show are automatically entered for a chance to win a \$100,000 voucher toward an eligible Jeep brand vehicle from Stellantis. A winner will be randomly selected in 2023.

### **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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