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Stellantis Awards \$25,000 Grand Prize in the 2023 Jeep® Brand \$25K Giveaway Sweepstakes

- Lafayette, Indiana, native receives new Jeep® Wrangler Sahara

October 20, 2023, Auburn Hills, Mich. - Stellantis is excited to announce Douglas Snouwaert of Lafayette, Indiana, is the grand prize winner of the 2023 Jeep® brand \$25K Giveaway Sweepstakes at the Chicago Auto Show. As the grand prize winner, Snouwaert was awarded a voucher in the amount of \$25,000 to be redeemed toward eligible vehicles from the Jeep brand, including Wrangler 4xe, Grand Cherokee, Grand Cherokee 4xe, Gladiator and Compass.

As an avid adventurer and fan of the brand, Snouwaert took his turn on the [Camp Jeep](#) test track experiential activation at the Chicago Auto Show this past February. Snouwaert was the fortunate name drawn among all the visitors who experienced Camp Jeep at the show. As the 2023 winner, he redeemed his \$25,000 award toward a brand-new Jeep Wrangler Sahara.

"It is a wonderful, unexpected surprise to have had an opportunity to win the 2023 Jeep \$25K Giveaway Sweepstakes," said Snouwaert. "My new ['23 Jeep Wrangler](#) is the perfect vehicle for my active family, especially for our annual trip to Brown County this fall."

Vehicle dealer Sid Dillion of Nebraska facilitated the delivery of the grand prize for Snouwaert to take home his new vehicle.

"Our team is very excited for Snouwaert and his family to enjoy the many memories with his brand-new Jeep Wrangler," said Jason Russ, head of experiential marketing, Stellantis. "As a true aficionado of the Jeep brand, he will soon discover that this new Jeep Wrangler is not just built for endless outdoor journeys, but also provides off-road capability and comfort."

Consumers entered into the sweepstakes upon participating in the Camp Jeep test track experiential activation at the Chicago Auto Show in February 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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