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The Jeep® Brand and NBCUniversal Launch Strategic Cross-Portfolio Partnership With “Cherokee Effect”

- NBCUniversal talent, including Sarah Hyland (“Modern Family” on USA), Kyle Richards (“Real Housewives of Beverly Hills” on Bravo), Terrence Jenkins (“E! News” on E!) and Baron Davis (“How I Rock It” on Esquire Network), take the all-new 2014 Jeep Cherokee for unique “adventures” in new marketing campaign

December 5, 2013, Auburn Hills, Mich. - The Jeep® brand and NBCUniversal today announced a cross-portfolio, multiplatform partnership supporting Jeep’s “Cherokee Effect,” a marketing initiative integrating various NBCUniversal talent in custom advertising vignettes featuring the all-new 2014 Jeep Cherokee. As part of the campaign, talent, including Sarah Hyland from “Modern Family,” now airing on USA Network, Baron Davis from Esquire Network’s “How I Rock It,” Kyle Richards from Bravo Media’s “The Real Housewives of Beverly Hills,” E! News’ co-anchor Terrence Jenkins, in addition to other NBCUniversal talent, will embark on their own personal adventures enabled by the 2014 Jeep Cherokee through an on-air and online campaign series. Beginning Dec. 9, entertainment networks, including Bravo Media, Esquire Network, USA Network and E!, will showcase the “Cherokee Effect” series. Fans can view the 2-minute vignette with Kyle Richards from “The Real Housewives of Beverly Hills,” on the [Jeep brand's YouTube channel](#).

The campaign will feature a series of customized vignettes with expeditions featuring the all-new 2014 Jeep Cherokee, including the rugged terrain of Joshua Tree National Park and the celebrated city streets of Los Angeles. Extended vignettes and interactive advertising elements will run on the networks’ online properties, as well as additional distribution partners.

“Our goal was to develop a unique launch concept that allowed us to bring to life the spirit of curiosity and discovery that is enabled by the all-new 2014 Jeep Cherokee,” said Kim Adams House, Head of Advertising for the Jeep brand. “The opportunity to partner with NBCUniversal and create engaging content based on the talent’s own personal adventures presented a strong platform with incredible reach to tell the Cherokee story. It aligns with our ‘Built Free’ advertising campaign that speaks to the very basic desires to explore and to discover.”

The campaign kicks off with Kyle Richard’s adventure during the 8 p.m. EST episode of Bravo’s “Real Housewives of Beverly Hills” on Dec. 9. The campaign will debut new adventures over the course of the next four months.

“When the Jeep brand approached us to be part of the launch of their all-new Cherokee model, not only were we able to open the doors to our portfolio’s scale, but also give access to the wide array of talent NBCUniversal has to offer,” said Alison Tarrant, Executive Vice President, Client Solutions Group, NBCUniversal. “This customized, multi-platform partnership spans our varied portfolio and demonstrates our Client Solutions team’s ability to develop original, multi-dimensional campaigns to engage audiences with our far-reaching content.”

Individual customized vignettes documenting each talent’s “Cherokee Effect” adventure will launch during each star’s respective show. Following the TV premiere of the vignettes, extended versions of the videos also will be featured on the Cherokee Effect website at www.jeep.com/cherokeeeffect. Additionally, behind the scenes interviews with the participating talent will be available on Jeep’s blog at <http://blog.jeep.com>.

For more information on the 2014 Jeep Cherokee, visit www.jeep.com.

About 2014 Jeep Cherokee

The all-new 2014 Jeep® Cherokee completely redefines the mid-size SUV segment, delivering legendary Jeep 4x4 capability, a segment-first nine-speed automatic transmission, fuel economy improvements of more than 45 percent (versus the outgoing Liberty model), superior on-road ride and handling, a cutting-edge, revolutionary design, world-class craftsmanship, class-exclusive technology and more than 70 advanced safety and security features. The Jeep Cherokee is set to delight consumers both on the road and on the trail.

About Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand 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 includes Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

About NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

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