

Jeep® Brand's "Free To Be" Video Launches Across Television

- The Jeep® brand's " [Free to Be](#)" video shines the spotlight on the new 2017 Jeep Grand Cherokee Trailhawk and the new 2017 Jeep Grand Cherokee vehicles
- The campaign features Cat Steven's song "If You Want to Sing Out, Sing Out"
- The 60-second video broke across television on Monday, September 26

September 27, 2016, Auburn Hills, Mich. - The Jeep® brand launched a new advertising campaign to mark the introduction of its two newest models of the [Jeep Grand Cherokee](#): the new 2017 Grand Cherokee Trailhawk and the new 2017 Grand Cherokee Summit. The "Free to Be" campaign features the song "If You Want to Sing Out, Sing Out" by Cat Stevens. The 60-second video debuted across television last night (Monday, September 26) and is also running across Jeep brand social media platforms, including [YouTube](#), [Facebook](#), [Twitter](#) and [Instagram](#). The campaign complements the year-long celebration of Jeep brand's [75th Anniversary](#), recognizing and celebrating the brand's global community of owners, fans and followers.

"We envisioned one singular, yet fully cohesive campaign instead of two for our new [2017 Jeep Grand Cherokee Summit and Trailhawk models](#). The Summit model represents the hallmark of 'beautiful luxury' while the Trailhawk's interpretation is rooted in 'beautiful capability'. This story speaks to the freedom of choice that we offer to consumers," said Olivier Francois, Chief Marketing Officer, FCA – Global. "Our 'Free to Be' message embraces two important core tenants of the brand: freedom and adventure, which any Jeep brand marketing campaign is intended to deliver. 'What Unites Us Is Stronger Than What Divides Us' is the human-centric message that ties the vehicles and our story together. What better platform to premiere this message of unity than during a moment of such cultural significance?"

"The new 2017 Jeep Grand Cherokee Trailhawk and new 2017 Jeep Grand Cherokee Summit editions were the direct response of our most loyal off-road enthusiasts looking for even more capability and of full-size SUV consumers looking for even more luxury and premium features," said Mike Manley, Head of Jeep Brand and Ram Brand, FCA – Global. "With these two vehicles, the Jeep brand continues to expand the portfolio of the most awarded SUV ever, and makes the choice for consumers looking for the ultimate premium and/or capable full-size SUV an easy one."

The campaign was created in partnership with mcgarybowen.

The Jeep brand took a camera crew equipped with drones and 360-degree cameras to the legendary Rubicon Trail to capture the fullest extent of Grand Cherokee Trailhawk's capability. One nearly 2-minute video provides an inside look at the grueling, yet exhilarating trek, and how Grand Cherokee Trailhawk earned its Trail Rated® badge by proving its traction, water fording, maneuverability, articulation and ground clearance capabilities. A second, 360-degree video lets fans control their view to explore in never-before-seen detail just how intense — and how beautiful — capability can be. The two videos can be seen here: 1) [Hero Video](#), 2) [360 Video](#)

Fans can continue to be a part of the brand's 75th anniversary celebrations by sharing their own [#MyJeepStory](#) on the Jeep brand's 75th anniversary microsite, www.jeep.com/myjeepstory, in addition to [Facebook](#), [Twitter](#) and [Instagram](#). #MyJeepStory provides a platform for the brand's passionate community and the wider world to join the 75th anniversary celebrations by sharing their own, authentic and inspiring Jeep stories — enabled by Jeep vehicles and embodying the spirit of the brand through the pillars of freedom, adventure, authenticity and passion. Throughout the year, fans and followers have the chance to create a new #MyJeepStory via Jeep branded experiences and adventures. Most recently, as part of Military Appreciation Month, veteran Noah Galloway, who appeared on ABC's "Dancing with the Stars," shared his inspiring and

heartfelt #MyJeepStory, which can be viewed [here](#). Music artist [Ciara](#) shared her #MyJeepStory earlier this year.

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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