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Canada: Derek and Hannah Jeter Sign Long-term Partnership With Grand Wagoneer

- Derek and Hannah Jeter will appear in Grand Wagoneer's new campaign "Eyes Wide Open" as part of multi-year partnership
- Multi-faceted "Eyes Wide Open" marketing campaign, running across North America, launches in Canada (Oct. 29) during the opening weekend of world championship baseball series
- 360-degree marketing campaign includes television, social media and digital media channels
- The campaign will feature 30-second and 15-second video content running across multiple media platforms

October 28, 2022, Windsor, Ontario - Celebrated baseball player and North American sports icon Derek Jeter will star with his wife, fashion model and television host Hannah Jeter in the Grand Wagoneer's new "Eyes Wide Open" campaign as part of a long-term partnership. It will debut during the opening weekend of the world championship baseball series.

The Grand Wagoneer campaign will run in North America across television, social media and digital media channels, including future print extensions. The campaign will include 30-second and 15-second video content featuring Derek and Hannah, running across multiple media platforms.

"Derek is more than an American sports legend whose grit, talent and determination propelled him to achieve the highest heights of professional success. He is also a businessman, family man and a force in popular culture," said Olivier Francois, chief global marketing officer, Stellantis. "Together with Hannah, a former tennis athlete who is a successful fashion model and television host in her own right, they have three young children and embody the American dream. As the Jeter family builds the next chapter of their legacy, the Grand Wagoneer will help take them there as part of our long-term relationship."

"Family means everything to both Hannah and me," said Derek Jeter. "Valuing the time we spend together and working to achieve the goals we set together are critically important, and those are priorities that have been imprinted on me from the example my parents set. I was raised in a city not far from where the Grand Wagoneer is built in Michigan, and this partnership means a lot to me to tap into that rich history and share it with our children."

"Between school drop-offs and daily life, we spend a lot of time together as a family on the road," said Hannah Jeter.

"We wanted a vehicle that was authentic to our needs. The Grand Wagoneer will give us all of that, and so much more."

"Wagoneer is steeped in history, technology and sophistication that supports our customers' active lifestyle," said Jim Morrison, senior vice president and head of Jeep brand North America. "The Grand Wagoneer Obsidian driven by Derek and Hannah Jeter embodies authenticity with an interior that has artisan levels of craftsmanship. And with the all-new [Hurricane Twin Turbo](#) 510 engine, delivering 510 horsepower and 500 lb.-ft. of torque, the Grand Wagoneer offers the power, range and dynamics that everyone, including one of North America's most celebrated ballplayers, can truly appreciate."

The Jeter family spends a lot of time together, documented on the couple's social media channels, including time [driving](#) around Miami and New York and Derek getting his [fingernails painted](#) by his daughters. (The Jeter's children in "Eyes Wide Open" are portrayed by actors in the television campaign.)

The [Grand Wagoneer](#) "Eyes Wide Open" campaign was filmed on the streets of New York City, including Greenwich Village, in addition to upstate New York. The campaign was created in partnership with Highdive agency in Chicago.

Wagoneer

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