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FCA Debuts Record Five Spots During Super Bowl LII Telecast

Jeep® and Ram Brands Take the Spotlight

- Sixty-second “**Jeep Jurassic**” video stars Jeff Goldblum and the all-new 2018 Jeep® Wrangler
- Thirty-second “**Anti-Manifesto**” puts spotlight iconic all-new 2018 Jeep Wrangler capability
- Thirty-second “**The Road**” video features the new 2019 Jeep Cherokee
- Sixty-second Ram Truck brand “**Built to Serve**” spot features narration from Dr. Martin Luther King Jr. from February 4, 1968, speech
- Sixty-second “**Icelandic Vikings**” spot utilizes the all-new 2019 Ram 1500 to humorously pay tribute to the setting of this year’s big game

February 4, 2018, Auburn Hills, Mich. - FCA US LLC set the stage for the arrival of its three newest and highly anticipated vehicles — the all-new 2018 Jeep® Wrangler, the all-new 2019 Ram 1500 and the new 2019 Jeep Cherokee — on Sunday night during the Super Bowl LII telecast. The Company debuted a record five spots during the Big Game.

“The launches of the all-new Jeep Wrangler and Ram 1500 and the new Jeep Cherokee represent the collective efforts of the men and women at FCA who instinctively recognize their responsibility to these authentic brands,” said Sergio Marchionne, Chief Executive Officer, FCA. “These vehicles, and these commercials, reflect our continued commitment to each brand and serve as a validation to our actions to realign our industrial output in the United States to meet customer demand.”

Jeep Brand’s ‘Jeep Jurassic’ (the 60-second spot aired during the third quarter):

The 60-second “Jurassic World” commercial pays homage to the iconic scene in “Jurassic Park,” in which Dr. Ian Malcom (Jeff Goldblum) escapes danger while in the back of a Jeep Wrangler — as he is being chased by a rampaging Tyrannosaurus rex. The video is directed by “Jurassic World” director Colin Trevorrow, who returns as co-writer and executive producer of “Jurassic World: Fallen Kingdom,” arriving in U.S. theaters on June 22, 2018.

The 60-second video can be viewed / embedded [here](#).

Jeep Brand’s ‘Anti-Manifesto’ (the 30-second spot aired during the fourth quarter):

The 30-second “Anti-Manifesto” speaks of the endless automakers that make declarations or promises of what their brand or vehicles deliver, “A Manifesto.” The Jeep brand takes an approach that only it can unquestionably deliver while introducing the all-new 2018 Wrangler. The brand instead chooses to show the world that there is only one vehicle that needs no words to demonstrate the true meaning of “Manifesto.”

The 30-second video can be viewed / embedded [here](#).

Jeep Brand’s ‘The Road’ (the 30-second spot aired during the second quarter):

The 30-second “The Road” spot introduces the new 2019 Jeep Cherokee — the most capable mid-size sport-utility vehicle — now boasting a new, authentic and more premium design, with superior on-road performance with unmatched Jeep 4x4 capability.

The 30-second video can be viewed / embedded [here](#).

Ram Truck Brand's ' [Built to Serve](#) ' (the 60-second spot aired during the second quarter):

The "Built to Serve" video supports a core belief of the Ram Truck brand, and Ram truck owners, that true greatness is achieved by helping others. It features the all-new 2019 Ram 1500.

The heart of the 60-second spot is a speech that Dr. Martin Luther King Jr. delivered exactly 50 years ago today, February 4, 1968, that illustrates this value perfectly. The Ram Truck brand believes in Dr. King's notion that "everybody can be great because everybody can serve," and Ram owners demonstrate this commitment every day in lending helping hands to their families, friends and communities. The spot is comprised of 26 powerful images of those serving others, with Dr. King's commanding voice calling for all of us to serve.

The 60-second video can be viewed / embedded [here](#).

Ram Truck Brand's ' [Icelandic Vikings | We Will Rock You](#) ' (the 60-second post aired during the first quarter):

The 60-second "Icelandic Vikings | We Will Rock You" spot humorously pays tribute to the setting of this year's big game, Minneapolis. The Ram Truck brand fittingly enlists the help of Icelandic Vikings, thought to be some of the first European settlers in Minnesota, to showcase the all-new 2019 Ram 1500 Limited – a truck built to take on anything that comes its way.

The 60-second spot can be viewed / embedded [here](#). View a [long-form version](#) of "Icelandic Vikings" on the brand's [YouTube](#) channel.

About Jeep Brand

Built on more than 75 years of legendary heritage, Jeep is the authentic SUV 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 consists of the Cherokee, Compass, Grand Cherokee, Renegade and Wrangler. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left- and right-hand-drive configurations and with gasoline and diesel powertrain options.

About Ram Truck Brand

Since its launch as a stand-alone division in 2009, the Ram Truck brand has steadily emerged as an industry leader with trucks that are proven to last.

Creating a distinct identity for Ram trucks has allowed the brand to concentrate on core customers and the features they find valuable. Whether focusing on a family that uses a Ram 1500 day-in and day-out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Ram continues to beat the competition in the most sought-after titles:

- Over the last 30 years, Ram has the highest percentage of pickups still on the road
- Highest owner loyalty of any half-ton pickup
- Highest Ram torque ever – 930 lb.-ft. with Ram 3500 Cummins Turbo Diesel
- Highest 5th wheel towing capacity – 30,000 lbs. with Ram 3500 Cummins Turbo Diesel
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Best-in-class fuel economy and longest range with exclusive EcoDiesel – 27 mpg with Ram 1500
- Best-in-class gas towing – 16,320 pounds with Ram 2500
- Highest snow plow rating – Ram 2500 and 3500
- Most luxurious trim available in pickups with Ram Tungsten Limited Edition
- Most interior space with Ram Mega Cab

- Most capable full-size off-road pickup – Ram Power Wagon

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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