

## **Jeep® Brand Announces First-ever Web Series Competition, “Jeep Wrangler Celebrity Customs,” Featuring Alex Rodriguez, Maria Menounos, and The Infatuation’s Andrew Steinthal & Chris Stang**

- Web series hosted by ABC/ESPN analyst and former 13-year NBA star Jalen Rose
- Rodriguez, Menounos, Steinthal and Stang team up with customizers West Coast Customs, DCD Customs, AutoCraft NYC and Jeep® Performance Parts to outfit their vehicles and build their dream Jeep Wrangler
- First webisode launches on Thursday, September 6 at [www.jeep.com/celebrity-customs](http://www.jeep.com/celebrity-customs)
- Fans and followers can watch to track the progress on each celebrity’s social channels, including Instagram, Twitter and Facebook, in addition to Jeep brand’s social channels: [Instagram](#), [Twitter](#), [Facebook](#)
- Wrangler Golden Grille Award winner will be announced in the Thursday, September 27 webisode

September 6, 2018, Auburn Hills, Mich. - The Jeep® brand is launching its first-ever web series competition, “[Jeep Wrangler Celebrity Customs](#),” as part of its new marketing campaign encompassing digital, social and experiential elements. The centerpiece of this unique competition is the iconic [Jeep Wrangler](#). Former NBA standout and sports analyst [Jalen Rose](#) hosts the six-episode web series, which fans and followers can view at [www.jeep.com/celebrity-customs](http://www.jeep.com/celebrity-customs). In the web series, baseball legend and MLB analyst Alex Rodriguez, entrepreneur and media personality Maria Menounos and the restaurant media platform The Infatuation, with co-founders Andrew Steinthal and Chris Stang, compete with the assistance of professional customizers and Jeep Performance Parts to craft an all-new [2018 Jeep Wrangler](#) that showcases their respective styles, passions and personalities.

The first webisode, three to four minutes in length, launches today, Thursday, September 6 at [www.jeep.com/celebrity-customs](http://www.jeep.com/celebrity-customs). The following five webisodes will debut on Sept. 11, Sept. 13, Sept. 18, Sept. 20 and Sept. 27. The final installment on September 27 takes place at a special reveal event in Los Angeles where all four celebrity contestants will be in attendance as the customization challenge winner is revealed.

In addition to the Jeep brand-selected winner receiving the Wrangler Golden Grille Award, fans and followers can vote online at [Jeep.com](http://Jeep.com) for the Fan Favorite Award, following the sixth and final episode on September 27. Voting will take place on [Jeep.com](http://Jeep.com) from September 27 through September 30. The Fan Favorite Award winner will be announced on October 1.

Owners have long customized the Jeep Wrangler to reflect their individual personalities that enable them to seek their own unique adventures, wherever the road takes them. Throughout the web series, the celebrities work with the customizers and Jeep Performance Parts to outfit their Jeep Wrangler and create a one-of-a-kind vehicle. The winner not only gets bragging rights, but will keep the Jeep Wrangler they’ve customized, which no doubt will turn heads wherever they go.

Fourteen-time MLB All-Star and founder of AROD Corp [Alex Rodriguez](#) is collaborating with Ryan Friedlinghaus of [West Coast Customs](#) to create the ultimate Jeep Wrangler, one that fits his business and out of office needs.

"It's been thrilling to compete in the first ever Jeep Wrangler Celebrity Customs," said Rodriguez. "Ryan and his team at West Coast Customs are building me the perfect ride — a Wrangler that keeps up with both my business and my lifestyle. I'm certain those guys are going to help me knock it out of the park!"

Renowned TV personality and SiriusXM host [Maria Menounos](#) has long-aspired to be a Jeep Wrangler owner, and now she gets her chance as she teams up with David Tonapetyan of [DCD Customs](#), which specializes in Jeep

Wrangler customizations, to craft the Wrangler of her dreams. "I never shy away from a little friendly competition," said Menounos. "I'm so excited to participate in this program with the Jeep brand and I look forward to presenting creative space and organizational solutions from my own personal point of view, while also catering to dog lovers everywhere!"

Chris Stang and Andrew Steinthal are the founders of [The Infatuation](#), a social and digital discovery platform designed to find a restaurant for the perfect situation, and recent acquirers of Zagat. Having a vehicle in NYC is a luxury, so Chris and Andrew have linked up with Stefano Loria of [AutoCraft NYC](#) to make sure they roam the city streets in style – with their very own customized Jeep Wrangler.

"We couldn't be more excited to partner with the Jeep brand on this program. We've always dreamed about having our own custom Infatuation ride, and we couldn't think of a better vehicle than the Jeep Wrangler to make our own," said Chris Stang, CEO & Co-Founder.

Co-Founder & CRO Andrew Steinthal added, "We look forward to seeing how Alex Rodriguez and Maria Menounos customize their vehicles, and our goal is to see their designs in our rearview mirror when we win. May the best Jeep Wrangler win."

Jeep brand was recognized as a [2018 "Cult Brand" Honoree](#) at the annual The Gathering (Society of Cult Brands). Jeep is the first and only automotive brand to be recognized by the association. [Eight brands](#), and their leaders, were honored for their outstanding courage and unconventional thinking in achieving enviable brand engagement and reaping the benefits of cult-like status.

#### **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 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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