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“Legends Aren’t Born, They’re Made” Marketing Campaign Cements Jeep® as Legendary SUV Brand

- “Legends Aren't Born, They're Made” marketing campaign launches with two 30-second spots, “ SUV Letters Earned” and “ Anthem” across television, social (Facebook,Twitter and Instagram) and digital (YouTube)
- Additional spots to break as part of 360-degree marketing campaign, which runs across National, Tier II, African American and Hispanic media
- Jeep brand honored as the first-ever automotive brand "Cult Brand Honoree" in 2018

March 11, 2019, Auburn Hills, Mich. - The Jeep® brand is launching “Legends Aren't Born, They're Made,” a new 360-degree marketing campaign affirming the automaker’s legendary SUV status. The campaign’s first two spots deliver a resounding rebuke to all other automakers' attempts to stamp their SUVs in the same vein as a Jeep brand vehicle. The two 30-second spots, "Anthem" and "SUV Letters Earned," are now running across television, in addition to the Jeep brand’s digital and social channels, including YouTube,Facebook,Twitter and Instagram.

“In the nearly nine years since the Jeep brand launched its defining campaign, ‘The Things We Make, Make Us,’ we’ve come full circle to see the SUV become more relevant than ever,” said Olivier Francois, Chief Marketing Officer, FCA. “This global campaign gives the term SUV back its meaning. It is a reminder that the Jeep brand, through its legendary DNA, continues to fulfill its promise of capability, durability and craftsmanship. It cements its legitimacy as the one true and rightful leader in the category."

“Jeep SUVs are designed and engineered to go anywhere, do anything and bring you back. For Jeep, this is not a tagline,” said Tim Kuniskis, Head of Jeep Brand – North America. “The freedom and capability to explore, whether on road or off, is the essence of the brand. It's this clarity of purpose that differentiates Jeep and the legends portrayed in this campaign.”

"Anthem"
VO: “Legends aren’t born, they’re made. They’re made in freezing cold … blazing heat … and knee-deep mud. It takes hours ... days … years of hard work to make a legend. And this is the one we make. Built to go anywhere, do anything and bring you home. Legends aren’t born, they’re made.”

"SUV Letters Earned"
VO: *“S. U. V. These letters used to mean something. Letters earned in backwoods, high hills and steep dunes. But somewhere along the way, SUVs became pretenders. Not pioneers. But you never forgot the difference. And neither did we. There are many SUVs, but there’s only one legend. Legends aren’t born, they’re made.”*

The campaign will run across national, Tier II, African-American and Hispanic media. In all, four spots will run with more to follow, focusing on the Jeep brand full lineup, including the Jeep Wrangler, Grand Cherokee, Cherokee, Compass, Renegade and the all-new 2020 Jeep Gladiator.

The Jeep brand campaign was created in partnership with HighDive.

As the first-ever automotive brand recognized as a "Cult Brand Honoree" at the annual The Gathering (Society of Cult Brands) in 2018,the Jeep brand was honored for its 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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