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## Fourth Annual 'Jeep® 4x4 Day' Celebration Goes Global Across Instagram

- Jeep® will post content from around the globe throughout the day to celebrate making #4X4DAY a day to get outdoors and celebrate with Jeep vehicles
- Fans can post their content, tagging their Instagram Story with #4X4DAY and @Jeep for a chance to be featured on the Jeep brand's official [Instagram](#) page
- Jeep will repost the content from owners, fans, influencers and forums, including Jeep Jamboree, across time zones around the world to create a 24-hour #4X4DAY Instagram Story celebration
- Additionally, Jeep previously announced an online concierge pre-order opportunity: [Jeep Gladiator Launch Edition](#) available for pre-order on Jeep 4x4 Day, April 4, on [JeepGladiatorLaunchEdition.com](#), making orderers exclusively eligible to enter "Find Your Freedom" contest

April 4, 2019, Auburn Hills, Mich. - Jeep® owners, fans and followers can join the Jeep brand on April 4 to celebrate another year of making #4X4DAY a day to get outdoors and celebrate with their Jeep vehicles. @Jeep will post adventure content from influencers, fans and forums, including [Jeep Jamboree](#), across time zones around the world to create a 24-hour 4x4 Instagram celebration. Fans can tag their Instagram Story with #4X4DAY and @Jeep for the chance to be featured. Jeep brand's global social channels will also support 4x4 Day, celebrating freedom and adventure around the world.

World Surf League athletes and Jeep Brand Ambassadors [Filipe Toledo](#), [Malia Manuel](#), [Jordy Smith](#) and [Nikki Van Dijk](#) will also post across their Instagram channels in support of 4x4 Day, giving fans the opportunity to follow the four World Surf League and Olympic-hopeful athletes' adventures in the water and on the road.

Owners, fans and followers can also get their own 4x4 Day Jeep-branded gear at [Jeep.com](#), and shipping will be free for orders \$44 or more made on April 4.

"April 4, known to our friends, fans and followers around the world as 4x4 Day, is a day specifically meant to celebrate the freedom and adventure that come with owning a Jeep vehicle," said Tim Kuniskis, Head of Jeep Brand - North America. "At Jeep, we think 4x4 Day should be a national holiday, or at least an acceptable reason to take the day off from work. But, since we can't change the calendar, and even an 84:1 crawl ratio can't stop the rotation of the earth, we decided to use the day to launch our 'Find Your Freedom' contest to allow one lucky fan to live out the Jeep life, maybe even take a year off from work – making every day 4x4 day."

Additionally, as previously announced, to celebrate the arrival of the all-new [2020 Jeep Gladiator](#) in Jeep showrooms this spring, a limited-run [Jeep Gladiator Launch Edition](#) model will be made available to customers who take advantage and start the pre-order opportunity online. The unique Jeep Gladiator Launch Edition will be offered for pre-order on Jeep 4x4 Day, April 4, at [JeepGladiatorLaunchEdition.com](#).

Consumers who pre-order a Jeep Gladiator Launch Edition model will be exclusively eligible to enter the "Find Your Freedom" contest, where they will have the opportunity to win what Gladiator offers: Jeep freedom. More specifically, they can win one-year's salary of \$100,000 so they can take the time off to enjoy the Jeep lifestyle of pursuing any outdoor adventure. Consumers can learn more details about the "Find Your Freedom" contest and how to enter by watching this [video](#), featuring wounded warrior and U.S. Army veteran Noah Galloway.

## **All-new 2020 Jeep Gladiator**

The all-new 2020 Jeep Gladiator – the most off-road capable midsize truck ever – builds on a rich heritage of tough, dependable Jeep trucks with an unmatched combination of rugged utility, authentic Jeep design, open-air freedom, clever functionality and versatility and available with best-in-class towing and 4x4 payload.

Available with three different powertrain combinations and equipped with a versatile cargo box, Gladiator is built to handle the demands of an active lifestyle while delivering an open-air driving experience in a design that is unmistakably Jeep. Combining traditional Jeep attributes with strong truck credentials, the Jeep Gladiator is a unique vehicle capable of taking passengers and cargo anywhere. A multitude of technology features, such as Apple CarPlay and Android Auto, and safety features, such as Blind-spot Monitoring and Rear Cross Path detection, adaptive cruise control and Forward Collision Warning Plus, further Gladiator's appeal.

All Gladiator models are Trail Rated with a badge indicating that the vehicle is designed to perform in a variety of challenging off-road conditions identified by five key consumer-oriented performance categories: traction, ground clearance, maneuverability, articulation and water fording. Gladiator Rubicon models are equipped with signature red tow hooks, Rock-Trac® 4x4 system, featuring a two-speed transfer case with a 4:1 low-range gear ratio, front and rear heavy-duty Dana 44 axles, Tru-Lok® electric front- and rear-axle lockers, segment-exclusive electronic sway bar disconnect, cab and bed rock rails and standard 33-inch Falken Wildpeak All-Terrain off-road tires.

## **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, Gladiator, 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. Jeep is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit [www.fcagroup.com](http://www.fcagroup.com).

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