

Jeep® Brand to Present First Episode of Discovery Channel's 'Serengeti' Series Commercial-free

- "Serengeti" premieres on Discovery Channel beginning on Sunday, August 4, at 8 p.m. ET/PT
- Jeep® brand is presenting sponsor of six-episode series and the Discovery Channel's sweepstakes, giving someone the chance to win \$20,000 toward their own Serengeti adventure at discovery.com/serengetisweeps

August 2, 2019, Auburn Hills, Mich. - The Jeep® brand will present the first episode of Discovery Channel's highly anticipated epic family summer event "Serengeti" commercial-free as the series' exclusive presenting sponsor. The six-episode, weekly one-hour series, "Serengeti," premieres this Sunday, August 4 at 8 p.m. ET/PT on the Discovery Channel.

This summer, "Serengeti" uncovers inspiring journeys through the perspective of the animals in the Serengeti who know the land best. From pop culture hit-maker Simon Fuller, immersive natural history producer John Downer and narrated by Academy Award®-winning actress Lupita Nyong'o, and in partnership with the BBC, the Discovery Channel and "Serengeti" captures the true drama of the animals' daily lives. Rivals will tear families apart, the young will find their place in the world and the elements will put them all to the test.

Additionally, the Jeep brand is a sponsor of Discovery Channel's sweepstakes, giving someone the chance to win \$20,000 toward their own Serengeti adventure at discovery.com/serengetisweeps.

SERENGETI is made by XIX Entertainment and John Downer Productions and was commissioned for BBC TV by Tom McDonald, Head of Commissioning, Natural History and Specialist Factual. This landmark series is created and produced by Fuller and directed and produced by Downer. Nancy Daniels and Howard Swartz serve as executive producers for Discovery Channel.

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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