

Jeep® Gladiator 60-second Commercial Launches on Television During Thursday Night Football Debut

- The new commercial "[Seats](#)" is the first dedicated one-minute spot to run nationally following the arrival of the Jeep® Gladiator in dealerships earlier this year
- Jeep Gladiator will embody a robust 360-degree media plan by layering strategic high-impact digital takeovers and NFL digital sponsorship through trusted sports partners that broaden the connection with Gladiator's broadcast awareness plan, in addition to lifestyle, current events and highly anticipated fall broadcast and cable premieres
- Spot to run tonight during first professional football game of the season; 2019 season marks 100th anniversary of league
- "Seats" is also available to view across the brand's digital and social media channels, including YouTube, [Facebook](#), [Twitter](#) and [Instagram](#)

September 5, 2019, Auburn Hills, Mich. - The Jeep® brand is launching an all-new 60-second spot for the [2020 Jeep Gladiator](#), called "[Seats](#)," which will debut on television during tonight's first professional football game of the 2019 season. The 60-second spot speaks to the "restless," those who can hardly sit still, who need to move, roar and ride. "Seats" is also available to view across the brand's digital and social media channels, including YouTube, [Facebook](#), [Twitter](#) and [Instagram](#).

"As the name evokes, our all-new Jeep Gladiator is meant for action, to conquer," said Marissa Hunter, Head of Marketing, FCA North America. "Whether you choose to go open-air, doors-off, through rock, sand, snow or the urban jungle, Jeep Gladiator's rugged utility and functionality is not meant for those in the spectator seats. Gladiator is 100% Jeep 4x4 and 100% truck. A game-changer that embodies the truest spirit of freedom – something only found in a Jeep vehicle.

"The Jeep Gladiator is more than just a truck," added Hunter. "It opens the door to the Gladiator lifestyle, which means we're going to find consumers wherever they're chasing or pursuing their passions, whether it's sports, outdoor adventure, current events and so much more. That means our media plan couldn't be one dimensional either, so beyond sport properties, our television, digital and social strategy is coordinated to fully optimize the dimensionality of consumers who see the Jeep Gladiator as the perfect complement to their active lifestyle."

In addition to the high-profile placements across television programming, the Jeep Gladiator media plan will also inspire the outdoor enthusiast with high-impact digital media strategically surrounding outdoor content, such as off-roading, rafting, snowmobiling and more.

"Seats" was created in partnership with the Jeep brand and DDB Chicago. The music track is titled "Gladiator" and the artist is ZAYDE WOLF.

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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