

'Groundhog Day' With Jeep® Gladiator and Bill Murray Is the 2020 Big Game's Most Viewed Commercial on Social Media With 104,246,754 Views

- "Groundhog Day" has been viewed 104,246,754 times across the Jeep® brand's YouTube, Facebook, Twitter and Instagram channels
- "Groundhog Day" has more social views online than any other commercial airing during the Big Game
- "Groundhog Day" takes No. 1 spot in *USA Today* Ad Meter poll
- "Groundhog Day" takes No. 1 auto ad in annual YouTube AdBlitz 2020 (No. 2 spot overall among 164 videos)
- [People Magazine](#) names "Groundhog Day" the #1 commercial of the Big Game

February 10, 2020, Auburn Hills, Mich. - The Jeep® brand's 2020 Super Bowl commercial "Groundhog Day," starring Bill Murray and featuring the [2020 Jeep Gladiator](#) truck, is the Big Game's most viewed commercial across *social media. The commercial has racked up 104,246,754 views (as of 9 a.m. ET, Feb. 10) across the brand's YouTube, Facebook, Twitter and Instagram channels.

"With 104,246,754 views, 'Groundhog Day' had more views across social media than any other 2020 Super Bowl commercial," said Olivier Francois, Chief Marketing Officer, FCA. "In addition to winning the acclaimed *USA Today* Ad Meter, 'Groundhog Day' is also the most viewed automotive ad on this year's YouTube AdBlitz."

See the breakdown of views below.

Jeep brand channel views:

- YouTube: 50,357,252
- Facebook / Instagram: 50,953,265
- Twitter: 2,936,237
- **Total:** 104,246,754

In addition to claiming the annual [USA TODAY Ad Meter](#) ("Groundhog Day" placed No. 1 among all 62 commercials available for rankings by viewers), the "Groundhog Day" video placed as the No. 1 auto ad on YouTube AdBlitz (No. 2 overall among 164 commercials).

People Magazine named "Groundhog Day" its [No. 1 favorite commercial](#) (in its top 10 list); Adweek named "Groundhog Day" as the [No. 1 Super Bowl commercial](#) in 2020; Ad Age "Creativity" named it the "[Editor's Pick](#)"; and Advertising Age gave the commercial a rating of ["five footballs,"](#) one of only four brands to receive that highest ranking.

In addition to reaching 104,246,754 total views on Jeep brand's [YouTube](#), [Facebook](#), [Instagram](#) and [Twitter](#) channels, the brand has received 313K social mentions, as of 9 a.m. ET, Feb. 10.

**Across YouTube, Facebook, Twitter and Instagram*

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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