

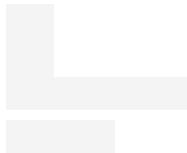
Contact: Diane Morgan

## Jeep® Brand Launches First #JeepTopCanine Search; Winning Pup to Be Crowned on National Dog Day, Wed., Aug. 26, 2020

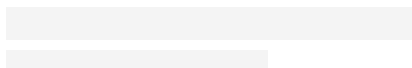
- Fans can post pics of their pups with **#JeepTopCanine** hashtag on [Instagram](#) and [Twitter](#), or upload on image to [www.JeepTopCanine.com](http://www.JeepTopCanine.com), until Monday, August 3
- Fans can also visit [www.JeepTopCanine.com](http://www.JeepTopCanine.com) to view all the good boys and girls, with voting on eight chosen finalists from August 11-18
- **#JeepTopCanine** 2020 to be crowned on National Dog Day, Aug. 26
- Winning pup to be crowned Jeep® brand's top dog and will be featured in exclusive Jeep brand social media content for one year

July 21, 2020, Auburn Hills, Mich. - The Jeep® brand is launching its first [#JeepTopCanine](#) search this summer, leading up to National Dog Day on Wednesday, August 26. Jeep enthusiasts are known to have their dogs buckled up with them as they seek out adventure, proudly featuring them along with their favorite Jeep vehicle in social media content through the years. So this year, Jeep owners, fans and followers can post the best photo of their pup with their Jeep brand vehicle and tag it with **#JeepTopCanine** on [Instagram](#) and [Twitter](#), or upload it to [www.JeepTopCanine.com](http://www.JeepTopCanine.com), to enter. The winning dog will be crowned the first-ever **#JeepTopCanine** and will be the (cutest) face of the Jeep brand across its social media channels, appearing in exclusive content for the next year, until National Dog Day 2021.

Submissions close on Monday, August 3. From there, the Jeep brand will select eight photos and let fans vote from August 11-18 for their favorite (we know, they're ALL good dogs!), but only one can be crowned the **#JeepTopCanine** on Wednesday, August 26, 2020. For more information on the **#JeepTopCanine** search, visit [www.JeepTopCanine.com](http://www.JeepTopCanine.com).



[View this post on Instagram](#)



A post shared by Jeep (@jeep) on Jul 20, 2020 at 9:02am PDT

As a true [cult brand](#), the #JeepTopCanine search is one more way for the Jeep brand to give its followers the chance to be a part of its legacy.

#### **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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Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>