

"Oh, Say Can You See ..." 140 Jeep® Vehicles in Giant American Flag Formation to Raise Awareness of National Anthem Project

- Red, white, blue and silver Jeep® vehicles create largest American flag of its kind
- The Oak Ridge Boys, musical ambassadors for the National Anthem Project, sing "The Star-Spangled Banner" with hundreds of Jeep owners
- Flag celebrates Jeep brand's sponsorship of multi-year initiative to re-teach Americans the words to the National Anthem

August 10, 2005, Mount Pocono, Pa. -

With broad stripes and bright stars, the largest American flag of its kind was created by hundreds of Jeep® owners from across the country and their red, white, blue and silver vehicles in the Pocono Mountains as part of the National Anthem Project, a national effort to re-teach Americans the words to "The Star-Spangled Banner."

Two out of three Americans don't know the words to "The Star-Spangled Banner," according to a Harris Poll survey. The giant American flag was created to celebrate "The National Anthem Project: Restoring America's Voice," a multi-year national education initiative created by the National Association for Music Education (MENC) and the Jeep brand's role as the National Presenting Sponsor. First Lady Laura Bush serves as Honorary Chairperson.

The Grammy award-winning Oak Ridge Boys, who serve as the official musical ambassadors for the National Anthem Project, led the Jeep owners in the singing of the national anthem.

The flag was created thanks to the help of 140 Jeep vehicles and their owners, representing 24 of 50 states, attending the 11th annual Camp Jeep® in the Pocono Mountains. It measured approximately 73 ft. wide by 191 ft. long and weighed nearly 226 tons. To create this unique flag, owners positioned their vehicles in alternating rows of red and white and silver Jeep vehicles to form the stripes of the flag. Blue vehicles formed the blue field with owners holding the 50 stars to complete "Old Glory."

"The gathering of Jeep owners from across the U.S., who made this American flag with pride, reinforces the Jeep brand's patriotic American heritage," said Jeff Bell, Vice President – Jeep. "The Jeep experience is about freedom. We're proud to be the National Presenting Sponsor with MENC to celebrate our national anthem and the American flag – two of our nation's proudest symbols."

"It is important that all Americans understand the history and significance of our national anthem. We want to remind all Americans to cherish our national treasures and to celebrate our unity and our values in song," said John Mahlmann, Executive Director of the MENC. "We're so pleased that Jeep is helping us in this important mission to restore America's voice."

As National Presenting Sponsor, the Jeep brand will be involved in the multi-faceted National Anthem Project initiative, including education outreach in schools across the country, special performances and alliances with professional sporting events, and an extensive tour stopping in cities nationwide to restore America's voice. The campaign aims to renew national awareness of American traditions, promote the significance and history of the national anthem, and re-teach America to sing "The Star-Spangled Banner," while spotlighting the important role of school music education in this country.

About Camp Jeep

Camp Jeep is the ultimate experience for loyal owners and the largest event of its kind. In its 11th year, the event brings together more than 1,500 Jeep vehicles and about 5,000 die-hard Jeep brand owners from across the country, Aug. 12-14 in the Pocono Mountains for a weekend of off-road driving, lifestyle activities and entertainment. This is

the first time Camp Jeep is being held in the Pocono Mountains, putting the event further north and east than ever in its history.

About the Jeep Brand

The Jeep brand's role in U.S. history began more than 60 years ago when the company supplied special transport vehicles to U.S. troops during World War II. Today, freedom, adventure, authenticity, mastery and the capability to go anywhere are the hallmarks of the Jeep brand worldwide.

The Jeep brand expansion continues with the launch of the all-new 2006 Jeep Commander – the first Jeep vehicle with three-rows of seats – joining the line-up that includes the recently launched award-winning Jeep Grand Cherokee, Liberty CRD (Common Rail Diesel) and Wrangler Unlimited.

Chrysler Group also recently announced it will build entry-level Jeep vehicles called the Patriot and Compass, available later next year in the U.S.

Jeep Trail Rated communicates the legendary Jeep capability that is designed into every Jeep 4x4. As the brand's lineup expands, Jeep branded vehicles will continue to be what they have always been – the most capable.

Jeep Liberty and Wrangler are manufactured in Toledo, Ohio, and the all-new Jeep Commander and Grand Cherokee are produced in Detroit, Mich.

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