

## **Jeep® Brand Announces Advertising Campaign Featuring Lenny Kravitz**

- Lenny Kravitz and a track “Rock Star City Life” from his new album, “Black and White America,” to be featured in broadcast advertising for the 2011 Jeep® Wrangler

May 12, 2011, Auburn Hills, Mich. - The Jeep® brand today announced that four-time Grammy award winning artist, Lenny Kravitz, will be featured in a national broadcast advertising campaign for the 2011 Jeep Wrangler which will include a new track, “Rock Star City Life,” from his highly anticipated ninth studio album, “Black and White America.”

“The Jeep brand is pleased to feature Lenny Kravitz and his music in the advertising campaign for the 2011 Jeep Wrangler,” said Mike Manley – Jeep Brand President and CEO, Chrysler Group LLC. “Not only is Kravitz an outstanding singer, songwriter and performer, he is a long-time Jeep owner and fan of the brand. Kravitz shares and understands the core values of the Jeep brand that include an authentic style, a no holds barred-adventurous approach to life, as well as mastering the ability to withstand the test of time.”

The 2011 Jeep Wrangler campaign will launch with two new broadcast commercials, “Extraordinary Adventure Swamp” and “Swamp Thing” on May 12. Both commercials will debut “Rock Star City Life,” a track from Kravitz’s upcoming album, “Black and White America.” In “Extraordinary Adventure” viewers will watch Kravitz as his journey unfolds, showcasing the unique capability of the vehicle and illustrating that adventure is never ordinary in a Jeep Wrangler.

“In my experience this is the perfect partnership for me,” said Lenny Kravitz. “The Jeep Wrangler is a rugged classic. I’ve been driving the same one for 16 years and I refuse to get rid of it – If it ain’t broke, don’t fix it.”

Additional commercials for the 2011 Jeep Wrangler will also debut exclusively on the Jeep brand’s social media outlets throughout June.

The Wrangler campaign was created in partnership with Global Hue, Southfield, Mich. and is scheduled to debut May 12. Global Hue is the Lead Agency of Record for the Jeep brand. Their most recent work includes the advertising campaign, “Bloodline,” for the 2011 Jeep Compass. Bloodline featured the off-spring of legendary and famous parents who carved their own path which aligned with the creative platform for the 2011 Jeep Compass.

### **New 2011 Jeep Wrangler**

Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an all-new interior that delivers rich styling with significantly upgraded touch surfaces, occupant comfort and versatility, and a premium appearance courtesy of an all-new body color hard top for the popular Sahara model.

New 2011 Jeep Wrangler interior highlights include a redesigned instrument panel and new storage areas with improved ergonomics and upgraded materials. A new lockable console and upgraded door armrest areas boast comfortable touch points, while a redesigned center stack is easier to reach and operate. Heated, power mirrors are now available, and drivers and passengers will enjoy enhanced visibility courtesy of larger rear windows.

All-new steering-wheel controls allow the driver to operate the radio, cruise control, hands-free phone and other vehicle functions while keeping hands on the wheel. A new USB interface connects to storage devices for use with the vehicle’s Media Center, which now includes streaming Bluetooth® audio. Twelve-volt accessory outlets have been added and a new 110-volt outlet is available to provide power similar to AC outlets in the home.

In line with traditional Jeep design, hex-head bolts are utilized throughout the interior, and are used to mount a “Jeep, Since 1941” inlay onto the new passenger grab handle.

Jeep engineers increased acoustical treatment in the 2011 Wrangler and Wrangler Unlimited, resulting in significantly reduced interior noise.

To provide a more premium appearance, the 2011 Jeep Wrangler and Wrangler Unlimited Sahara models boast an all-new, premium, body-color hardtop.

#### **About Jeep Brand**

Built on 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

#### **About Lenny Kravitz**

Regarded as one of the preeminent rock musicians of our time, Lenny Kravitz has transcended genre, style, race and class into a 20-year musical career, one which revels in the rich influences of '60s and '70s soul, rock and funk. Kravitz's multiple talents as a writer, producer and multi-instrumentalist have resonated through eight studio albums into a timeless catalog. From 1999 to 2002, he won four consecutive Grammy Awards, setting a record for the most wins in the “Best Male Rock Vocal Performance” category for his single “Dig In” (previously winning for “Again,” “American Woman” and “Fly Away”). In 2004, he received his sixth Grammy nomination in the category for “If I Could Fall In Love” off his 6th studio album.

In 2009, Kravitz appeared in a supporting role in the critically-acclaimed film Precious, for which he has received a 2010 NAACP Image Awards nomination for “Outstanding Supporting Actor in a Motion Picture.” Kravitz and the celebrated Precious cast also received a 2010 Screen Actors Guild nomination for “Best Ensemble.” In addition to his supporting role in Precious, Kravitz has also appeared in such films as The Diving Bell And The Butterfly and Zoolander.

In 2009, the 20th anniversary deluxe edition of Kravitz's debut, Let Love Rule, was issued. He is currently is the studio finalizing his 9th album Black and White America set for release in August 2011.

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