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## **Jeep® Brand Marks 12 Years as Exclusive Automotive Sponsor of ESPN's X Games Aspen** Debuts New Advertising Campaign in Conjunction With Sponsorship

- Jeep® brand debuts new 30-second television commercial, “[Polar Vortex](#),” in conjunction with ESPN's X Games Aspen 2015
- Campaign to also include print, digital, social and experiential extensions
- Fans can follow on [Facebook](#), [Instagram](#) (@Jeep Official) and [Twitter](#) (@Jeep) with behind-the-scenes postings throughout the event
- 2015 Jeep Wrangler X Edition on display during games, including a snow sculpture of the vehicle. Those not in Aspen can check out photos, as well as watch a time lapse build of the sculpture, on the Jeep brand's Instagram channel, @JeepOfficial
- X Games Aspen athletes to hold autograph sessions in Jeep Tag Shop
- Jeep Snow Patrol will provide shuttle service between downtown Aspen and the mountain

January 10, 2015, Auburn Hills, Mich. - The Jeep® brand is kicking off a new advertising campaign to coincide with ESPN's X Games Aspen 2015. For the 12th year, Jeep brand is returning to Aspen as the exclusive automotive sponsor of the world's premier winter actions sports event. The campaign consists of a :30 commercial, “Polar Vortex,” in addition to print, digital, social and experiential extensions. “Polar Vortex,” featuring the new 2015 Jeep Wrangler X Edition, debuted on Friday, January 9 on ESPN in conjunction with the X Games Aspen 2015 and will also air on ABC during its X Games programming starting today (Saturday, January 10) and during the NFL's NFC Championship game (NFL) on FOX on January 18. The spot can be viewed on the [Jeep brand's YouTube Channel](#). The popular X Games Aspen will take place Thursday, January 22 through Sunday, January 25 at Buttermilk Mountain at Aspen Snowmass.

“We wanted to mark the Jeep brand's 12th year as the X Games Aspen official automobile sponsor by putting our own unique ‘spin’ on this year's event by celebrating the joy of the athletes who perform in extreme weather conditions and the vehicles that take them there,” said Olivier Francois, Chief Marketing Officer, FCA – Global. “Whatever the cause behind the Polar Vortex, fans attending this year's games will have the opportunity to come out on top of it, too, experiencing the event like never-before, from sharing their experiences on our social channels to on-site activations including a Jeep Wrangler X snow sculpture and autograph sessions with athletes, to Jeep branded vehicles shuttling them to and from the mountain.”

“The Jeep brand's sponsorship of ESPN's X Games is a collaboration that reaches a core consumer audience – those with a passion for adventure,” said Mike Manley, President and CEO – Jeep Brand, FCA – Global. “In addition to the content created exclusively for this event, our new 2015 Jeep Wrangler X Edition will be featured on site during the games, allowing consumers to experience an SUV equipped for winter's toughest terrain.”

The new spot, “Polar Vortex,” puts a unique “twist” on the winter term. The spot opens wide on a satellite image of a massive winter cyclone brewing. Audio includes static-ridden snippets of various weather reports. The narration of spot follows:

WEATHERMAN 1: “There seems to be no cause for this sudden polar event.”

WEATHERMAN 2: "The mysterious arctic air mass came out of nowhere ..."

(Pushing in through upper atmosphere, down through cloud cover)

WEATHERMAN 3: "Authorities have no explanation for this strange, meteorological phenomenon ..."

(Through the wicked, high-speed gusts of swirling snow flurries, descending to the ground, the origin of the strange weather phenomenon is discovered.)

The camera then focuses on a Jeep Wrangler X Edition with athletes joyfully driving in circles on a frozen tundra that mimics the eye of the vortex as it kicks up all of the snow and wind that's really causing the storm, with the tagline "Take Winter by Storm."

ESPN and ABC will televise a combined 16 hours of live competition with an additional 18 hours of competition and music performances being carried exclusively on ESPN3 and supported across ESPN digital platforms, including XGames.com, X Games app, X Games pages across Twitter, Facebook and Instagram. Following X Games Aspen, ABC will deliver four hours of anthology programming on Saturday, January 31 and a one-hour special on World of X Games: Best of Aspen on February 7.

In addition to television, a spread print ad is running in the January 5th edition ESPN The Magazine. The Jeep brand's campaign also includes digital and social extensions. Attendees can have their favorite social photos from the X Games printed on souvenir 3 1/2 inch by 3 1/2 inch wooden blocks.

- To receive a custom wooden block, attendees should tag their Instagram photos with the hashtag **#JeepXGames**
- Attendees can then visit the Jeep booth located in the X Games Playground to pick up their one-of-a-kind souvenir
- A snow sculpture of the Jeep Wrangler X will be on display within the X Games Playground for attendees to visit. Those not in Aspen can check out photos, as well as watch a time lapse build of the sculpture, on the Jeep brand's Instagram channel, **@JeepOfficial**.

### **2015 Jeep Wrangler X Edition**

Inspired by the X Games Aspen athletes who make the unbelievable a reality, the new 2015 Jeep Wrangler and Wrangler Unlimited X editions combine eye-catching styling with ultimate all-weather capability. Based on the Wrangler Sahara model, the new Jeep Wrangler X is available in both two- and four-door Unlimited versions. Wrangler X offers enthusiasts a unique exterior package with exclusive features, including Black accents on the front grille and headlamp rings, a Power Dome Hood with functional air vents, unique Wrangler X hood decal, Gloss Black Jeep badge, Low Gloss Black "Wrangler" decal, deep tint sunscreen glass, body-color hard top and fender flares, and Black fuel filler door with Silver hex bolts.

On the interior, standard features include a premium nine-speaker Alpine audio system with all-weather subwoofer, Jeep Performance all-weather slush mats, Black McKinley leather-trimmed seats with Black mesh sport fabric inserts, leather-wrapped steering wheel, embroidered logo on seatbacks, unique logo on passenger grab handle, standard heated front seats, Slate Gray accent stitching, and Ceramic White accents on the steering wheel bezels, vent rings and grab handle.

Engineered to take on the most challenging trails, the Wrangler and Wrangler Unlimited X models include a standard Dana 30 front axle and Heavy Duty Dana 44 rear axle. Legendary Jeep capability is achieved through the Command-Trac transfer case with 2.72:1 ratio. Making Wrangler X even more capable for off-road adventures, the new Wrangler X is equipped with a standard Trac-Lok limited-slip rear differential and 3.21 axle ratio and optional 3.73 axle ratio, Rubicon Rock Rails and Goodyear Silent Armor all-terrain tires with 17-inch polished Gloss Black aluminum wheels.

The new Wrangler X is available in Firecracker Red, Bright White, Black and Baja Yellow at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$33,295.

### **Jeep Tag Shop**

The Jeep brand will bring back its Tag Shop to X Games Aspen. The unique two-story, 20-by-20-foot structure,

resembling an enclosed garage with functioning garage doors will serve as a hub of Jeep brand activities, where consumers can get custom tags, interact with Jeep product specialists and vehicles, meet popular athletes, enjoy music from the Jeep DJ booth and take the winner's podium for a photo memento on second floor. A variety of X Games Aspen athletes will be on hand to sign autographs at the Jeep Tag Shop.

### **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. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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