

**Jeep® Brand Celebrates the Renegade Spirit of Breakout Singer/Songwriter Halsey and Emerging Artists Molly Kate Kestner, Uri Grey and Chloe Nixon in New Music-centric 'Release Your Renegade' Campaign**

- Campaign for the Jeep® Renegade launches this week across broadcast, digital and social platforms
- Astralwerks Records breakout artist [Halsey](#) and her new single 'Bad at Love' featured in "Release Your Renegade" [30-second video](#) breaking across television beginning today (10/5)
- Three additional 30-second videos showcasing up-and-coming musical artists/*Renegades on the Rise* [Molly Kate Kestner](#) (Atlantic Records), [Uri Grey](#), [Chloe Nixon](#), also debut today across the Jeep brand and music artists' social channels
- A [60-second behind-the-scenes video](#) featuring Halsey speaking about her journey as an artist debuts today on the Jeep brand digital and social channels

October 5, 2017, Auburn Hills, Mich. - Astralwerks Records breakout artist [Halsey](#) and three emerging "renegade" artists – [Molly Kate Kestner](#) (Atlantic Records), [Uri Grey](#) and [Chloe Nixon](#) – are featured in a new Jeep® brand marketing campaign for the [Jeep Renegade](#) that celebrates the spirit of Renegades on the Rise – women with a quest to find their voices, even if it breaks the mold. Each artist is showcased in one of four 30-second videos in the "Release Your Renegade" campaign, first speaking of their own personal journeys and what makes them a renegade, and embracing a sense of freedom and expressionism brought to life in the songs and music they each write and perform. Halsey and her new single "Bad at Love" star in the [first spot](#), which debuts on national television this week.

In the "Release Your Renegade" videos, Halsey releases her inner renegade spirit and new Astralwerks Records single "[Bad at Love](#)," while Molly Kate Kestner introduces her new empowering anthem "[Compromise](#)." Up-and-coming artist Uri Grey sings "[Blend Out](#)" and Chloe Nixon performs "[Feel Like Me](#)" in their commercials.

"With the 'Release Your Renegade' campaign, Jeep is lending its reach and providing a worldwide platform for breakout artist Halsey, as well as talented up-and-coming female artists Molly Kate Kestner, Uri Grey and Chloe Nixon, to share their unique stories of exactly what it means to be a renegade – as told through their own words and music," said Olivier Francois, Chief Marketing Officer, FCA. "Jeep represents freedom, passion, adventure and authenticity – qualities shared by our Millennial artists. The campaign's unique approach not only celebrates each performer individually but does so using a double exposure creative technique that integrates the Jeep Renegade into the image in a way that captures both the spirit of the artists and vehicle."

The "Release Your Renegade" campaign launches nationally on broadcast, online and social platforms beginning today (Thursday, October 5). The creative will be amplified across the Jeep brand [Facebook](#), [Twitter](#) and [Instagram](#) channels, as well as the artists' social media platforms, using hashtag **#ReleaseYourRenegade**.

Additionally, in a [60-second](#) behind-the-scenes video launching today (Thursday, October 5) on the official [Jeep](#) website and social channels, Halsey speaks to how she found her voice as a young artist, revealing, "Singing songs in my house meant that my parents would hear me and tell me that I needed to pick something else to do with my

time. So, being in my car meant total freedom, the ability to make mistakes and maybe make a complete fool out of myself. Because sometimes, those mistakes turn out to be the greatest part of a song.”

The “Release Your Renegade” campaign was created in partnership with DDB Chicago.

#### **About Halsey**

GRAMMY® Award-nominated multi-platinum alternative pop maverick [Halsey](#) claimed the #1 spot on the Billboard Top 200 with her second release "Hopeless Fountain Kingdom," an album Rolling Stone called “bold” in a 4-star review, claiming that “Halsey could go anywhere from here.” Indeed, since storming on the music scene in 2015, she has garnered over 2 billion streams globally and more than 3 million global sales, graced the covers of magazines from Nylon to Billboard to Forbes, among others – a far cry from the New Jersey teen who'd escaped her suburban existence for New York, writing poetry and scrounging money for concerts and her next slice of pizza. [Halsey](#) went from putting songs on SoundCloud to having her first full-length album "BADLANDS," certified platinum by the RIAA within one year of its release, from couch surfing to witnessing her first tour sell out in minutes to touring globally with sold-out dates on five continents (including a sold-out Madison Square Garden performance) and performing for the Nobel Peace Prize ceremony in Norway. Halsey first invaded pop culture in 2015 when her debut album "BADLANDS" crash-landed at #2 on the Billboard Top 200. She garnered a 2017 GRAMMY nomination in the category of "Best Pop Duo/Group Performance" for "Closer," her seven times platinum megahit with The Chainsmokers. As her star continues to rise, [Halsey](#) uses her voice to speak up for causes she passionately believes in, including disenfranchised youth, women's rights, mental health and the LGBTQ community, proving that both she and her music can affect meaningful change, and that, yes, the 23-year-old can go anywhere from here. Click on “[Bad at Love](#)” to download or stream the song.

#### **About Molly Kate Kestner**

[Molly Kate Kestner](#) caught the world's attention in 2014 while still in high school, when a home video of her original song “His Daughter” garnered 7 million views on YouTube in just a few weeks. To date, the song has reached 15.7 million views on YouTube, more than 10 million streams and sold more than 126K singles in the U.S. alone. After signing with Atlantic Records, the 21-year-old Kestner made the move from her hometown of Austin, Minnesota, to Los Angeles, where she has been working on new material for herself and writing for and collaborating with other artists, including Kelly Clarkson. Starting October 31, [Kestner](#) will head out on a U.S. tour in support of singer/songwriter Phoebe Ryan. Click on “[Compromise](#)” to download or stream the song.

#### **About Uri Grey**

[Uri Grey](#) is an American singer, songwriter, record producer and actor. [Grey's](#) talent as a songwriter, multi-instrumentalist and producer are all evident in her first self-penned and produced album “Lovelations” and sophomore release “Colors.” Her debut album “Lovelations” was released under her given name Shameka Dwight in 2011. Songs like “Roses Have Thorns,” “Always,” and “Love Is” have led others to describe her music as refreshing, organic, authentic and meaningful. Grey's ability to mix folk, jazz and pop styles resulted in a sound that's vintage, rich and soulful. Topics of love, struggle and self-worth continue to be the inspiration behind her pen. Grey began to explore new sounds and approaches to writing that are evident on her latest release “Colors.” This EP was released June 2016 and features four original songs that have received much praise for the production and penmanship. Those ideas were expressed through songs, including “I Just Wanna Be” and “Inside Out.” Grey's music continues to uplift and inspire those who are able to witness it. [Grey's](#) latest single “Blend Out” is the perfect example of inspiration and self-love. “[Blend Out](#)” is available on all digital music platforms.

#### **About Chloe Nixon**

Up-and-coming indie musician and songwriter, 14-year-old [Chloe Nixon](#) recently released her first single “Free Fall” to Sound Cloud and YouTube. She is currently in the process of releasing her first album “Anomalous Soul.” As a young artist, Nixon is creating a fresh sound that combines elements from different genres, including R&B, alternative, jazz-rock, dance and classical. She writes about things she's passionate about, including love, social justice and just being a teenager. She is a strong supporter of self-expression and believes everyone has something beautiful and unique inside of them. Her first album is titled “Anomalous Soul.” Nixon had the honor of performing some of her original music, and an aria from an opera, at TEDx ABQ in 2015 when she was just 12 years old. Nixon is classically trained in voice and received a gold medal in the 2017 Golden Key Music festival for her performance of

"Summertime" from the opera Porgy and Bess, which she performed at Carnegie Hall. While Nixon is still in school, you can often find her singing and playing her guitar at various venues, such as coffee houses, around Albuquerque.

#### **About Astralwerks Records**

With its wide-ranging roster encompassing commercial favorites and underground visionaries, Astralwerks is America's preeminent home for groundbreaking artists. Founded in 1993 in New York City, the label helped ignite two explosive waves of musical creativity: breaking legendary artists like The Chemical Brothers and Fatboy Slim in the 1990s and leading the resurgence of EDM in the new millennium with artists such as David Guetta and Swedish House Mafia. Astralwerks has also successfully launched the careers of indie, alternative and experimental artists throughout the label's 20-year history, including one of music's most explosive new stars, Halsey. Consistently pushing boundaries, Astralwerks' pioneering legacy is driven by a passion for music across genres and perpetual innovation.

#### **About Atlantic Records**

Atlantic Records celebrated its 65th Anniversary in 2013. Founded in New York City, the label literally grew from a one-room operation into one of the world's preeminent music companies. Atlantic has released a string of recordings that have had a profound impact on the course of modern music, its rich history including such musical icons as Ray Charles, Aretha Franklin, John Coltrane, and Led Zeppelin. The Atlantic Records Group roster today includes many of the world's most popular recording artists, among them Charli XCX, Kelly Clarkson, Death Cab for Cutie, Flo Rida, Kevin Gates, David Guetta, JoJo, Bruno Mars, Matchbox Twenty, Melanie Martinez, Janelle Monáe, Jason Mraz, K Michelle, Panic! At the Disco, Paramore, Christina Perri, Charlie Puth, Coldplay, Ed Sheeran, Shinedown, Skrillex, Trey Songz, Twenty One Pilots, Rob Thomas, Wale, Wiz Khalifa and many more.

#### **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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