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NBCUniversal and the Jeep Brand Launch Multiplatform Partnership With Largest #RenegadeLifeContest Social Commercial Across Bravo, E!, NBC and SyFy

Viewers Have Chance to Travel to iHeartRadio Music Awards, Film Custom Spot to Air During March 29 Awards Show and Win 2015 All-new Jeep Renegade

February 9, 2015, New York - NBCUniversal and the Jeep brand today announced a strategic partnership anchored in a first-of-its-kind, scaled social commercial across Bravo, E!, NBC Entertainment and Syfy to celebrate the launch of the all-new 2015 Jeep Renegade. Beginning February 8 through March 2, NBCUniversal will air network-specific call-to-action spots that will encourage viewers to share photos embodying their “Renegade spirit,” using the #RenegadeLifeContest hashtag on Instagram or Twitter in real-time, for the chance that their photos will be included in future commercial spots. Additionally, three participating viewers will be chosen to fly to Los Angeles to attend the iHeartRadio Music Awards and film a custom, NBCUniversal-produced Jeep Renegade spot that will air during the iHeartRadio Music Awards on March 29. These winning viewers also will receive an all-new 2015 Jeep Renegade.*

"As the excitement and anticipation for the launch of the all-new 2015 Jeep Renegade builds momentum, we strive to bring consumers something fresh and different. We know that our Millennial audience looks to multiple engagement platforms for their consumption to include television, music and social media channels, to discover what's new and share this content. Through this partnership, we’re able to offer this group the opportunity to learn more about our vehicle through channels in which they are familiar," said Kim Adams House, Head of Jeep Brand Advertising, FCA US LLC. "NBCUniversal's portfolio of networks allows us to authentically interact with some of its most socially engaged audiences, giving our fans the opportunity to share their own unique 'Renegade' spirit and passion for the Jeep brand."

This multiplatform campaign will drive awareness in advance of the iHeartRadio Music Awards and its inaugural Jeep brand-sponsored “Renegade” award. In addition to the customized spots, Bravo, E!, NBC and Syfy each will have their own social activations and “Renegade Life” digital hubs featuring real-time aggregators of viewers’ social media submissions using the #RenegadeLifeContest hashtag.

“Social media remains an extension of our networks’ brands, and we’re excited to harness the audience reach and engagement to launch the all-new Jeep Renegade,” said Alison Tarrant, Executive Vice President, Client Solutions Group, NBCUniversal. “As viewers continue to find new ways to experience our content, this campaign echoes the power of the NBCUniversal’s portfolio and creative expertise with opportunities and scale like no other company, regardless of platform.”

The following artists are nominees in the “Renegade” award category: Brantley Gilbert, Charli XCX, Hozier, Iggy Azalea and Meghan Trainor.

The iHeartRadio Music Awards show returns Sunday, March 29, live from the historic Shrine Auditorium in Los Angeles on NBC, 8 p.m.-11 p.m. EST. The awards also will be broadcast live simultaneously on iHeartMedia stations nationwide and across the iHeartRadio digital music platform.

*NO PURCHASE NECESSARY. Void in Alaska, Hawaii, and where prohibited. Open to legal residents of the 48 contiguous United States who are 18 or older. Begins 2/8/15 at 10 p.m. ET and ends 3/2/15 at 1 p.m. ET. Limit one entry per person per entry method per day. To enter, Official Rules and prize details, go to www.nbc.com/renegadelifecontestrules.

About the All-New 2015 Jeep Renegade

The all-new 2015 Jeep Renegade expands the brand's global vehicle lineup, entering the growing small SUV segment, while staying true to the fun-and-freedom lifestyle for which the Jeep brand is known. Renegade delivers a unique combination of best-in-class off-road capability, open-air freedom and convenience, a segment-first nine-speed automatic transmission that contributes to outstanding on-road and off-road driving dynamics, world-class refinement, two fuel-efficient MultiAir engines with more than 30 mpg, and a host of innovative safety and advanced technology offerings.

About NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

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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