

## The Jeep® Brand Recognized as a 'Cult Brand' Honoree by The Gathering

- Jeep® brand is the first, only automotive brand to be recognized by The Gathering
- Jeep brand honored for outstanding courage, and unconventional thinking, in achieving enviable brand engagement and reaping the benefits of cult-like status
- Jeep brand is one of eight 2018 Honorees, including Beats by Dr. Dre™, Gatorade, Jack Daniel's Tennessee Whiskey, Snickers®, PlayStation®, Vans® and charity: water

February 26, 2018, Auburn Hills, Mich. - Jeep® has been recognized as a 2018 "Cult Brand" Honoree at the annual The Gathering (Society of Cult Brands). Jeep is the first and only automotive brand to be recognized by the association. [Eight brands](#), and their leaders, were honored at The Gathering in Banff, Alberta (Feb. 21-23) for their outstanding courage and unconventional thinking in achieving enviable brand engagement and reaping the benefits of cult-like status.

"Having the Jeep brand acknowledged as a Cult Brand Honoree, just as the all-new [2018 Jeep Wrangler](#) and new [2019 Jeep Cherokee](#) begin to arrive in dealerships, is a testament to the people who since 1941 have dedicated themselves to building the world's most capable SUVs with off-road capability that is second to none," said Mike Manley, Head of Jeep Brand – FCA. "The global Jeep community is like no other. There is no other automotive brand that is so instantly recognizable and woven into the history of its home nation yet recognized around the world, and one that is protected with such a passion by its owners, fans and followers."

"Other automotive brands have been nominated over the years, but it's so fitting that Jeep is the first Cult Brand Honoree. It's an iconic brand with vehicles that stand apart from any other in the automotive category," said Chris Kneeland, The Gathering co-founder and Chair of the Brand Selection Committee "Their marketing, product innovation and customer engagement are best-of-breed and represent exactly how cult brands foster internal and external brand engagement."

### About The Gathering

Founded in 2013, The Gathering is an exclusive summit focused on exposing the principles and practices employed by the world's most successful brands. Keynoted by Brene Brown, The Gathering 2018 will bring together respected thought leaders and senior executives behind brands who've dominated their industries or categories by winning the irrational loyalty and devotion of customers and fans the world over. Learn more at [www.cultgathering.com](http://www.cultgathering.com).

### 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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