

## Jeep® Brand Gives Owners, Fans and Followers the Opportunity to Create the Next 'Easter Egg'

- For the first time, the Jeep® brand is giving owners, fans and followers the opportunity to create the next "Easter egg" to hide on a future Jeep model, along with the ultimate chance to win a new Jeep vehicle
- Contest runs now through Thursday, July 2
- Ideas can be submitted at [TheNextJeepEasterEgg.com](https://www.jeep.com/the-next-jeep-easter-egg)
- Judging panel includes Jeep brand executives and designers
- Winner to be announced on Friday, July 31
- Jeep "Easter eggs," often speaking to the brand's nearly 80-year history and legendary off-road DNA, have long been hidden on vehicles
- Jeep brand to give one fan the chance to become a part of its storied legacy

June 18, 2020, Auburn Hills, Mich. - From hidden Jeep® grilles to the three digits "419" or a 1941 Jeep Willys driving up a mountain, Jeep owners, fans and followers around the world are discovering the "[Easter eggs](#)" hidden on their vehicles, then posting their finds on social media. Now, the [Jeep brand](#) is giving its community the opportunity to invent what the next "Easter egg" should be for a chance to have it hidden on a future Jeep model. Ideas can be submitted at [TheNextJeepEasterEgg.com](https://www.jeep.com/the-next-jeep-easter-egg).

The person with the selected idea, as judged by Jeep brand designers and executives, will win a brand-new Jeep vehicle of their choice\*. The contest begins now and ends on Thursday, July 2. The winner will be announced on Friday, July 31.

"Jeep 'Easter eggs' started with the 2011 Grand Cherokee," said Mark Allen, Head of Jeep Design. "We added small Jeep grilles inside the headlamp bulb shields. It was an off-the-cuff addition of a graphic to an otherwise standard piece. After that, we started sprinkling small graphics on various vehicles.

"When we did the refresh on the Wrangler, we added a small side profile of a Jeep climbing up from the corner of the windshield, which became a point of delight for the customer," said Allen. "These small elements are a surprise and delight for our customers and help convey the human touch behind our products, which is appreciated."

"The Jeep brand's legacy is a testament to the people who since 1941 have dedicated themselves to building SUVs engineered and designed to be the most capable in the world, and to the people who proudly own, or aspire to own, one of our vehicles," said Christian Meunier, Global President of Jeep Brand, FCA. "With a history of nearly 80 years filled with memorable experiences past and present, we believe that the ideas submitted by our global community will be ones that only Jeep and its owners, fans and followers can uniquely tell."

Entries will be judged by the following criteria:

- Creativity: Entry presents the idea for the "Easter egg" icon in a creative, effective and compelling manner (25%)
- Jeep Brand Power: Entry is in line with the Jeep brand spirit and is worthy of inclusion in the rare library of Jeep "Easter eggs" (25%)
- Quality/Actionable: Entry clearly expresses the idea for the "Easter egg" icon in a clear and easily understood manner that is actionable by the sponsor for potential future use on a vehicle. Entry shows clarity of the thought process (25%)
- Originality/Authenticity: Entry portrays a unique "Easter egg" idea that is clearly the entrant's own idea

and does not build upon any other idea or expression. Entry has a distinct conceptualization (25%)  
With 13 million+ followers strong across the brand's social media channels, the Jeep brand's 2016 award-winning commercial " [Portraits](#)" noted that, "We don't make Jeep. You do," recognizing the global truth that the rightful ownership of the brand resides within its worldwide community of fans, followers and drivers. As a true [cult brand](#), the Jeep "Easter eggs" contest is one more way for the brand to give its followers the chance to be a part of its storied history.

*\*NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Must be 18 years of age or older and a legal resident of the 50 US States or DC to participate. Void where prohibited. Contest starts at 09:00:00 AM ET on 06/18/20; ends at 11:59:59 PM ET on 07/02/20. ARV of prize: \$50,000. For full Official Rules, visit <http://www.thenextjeepeasteregg.com/>. Sponsor: FCA US LLC, 1000 Chrysler Drive, Auburn Hills, MI 48326.*

### **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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