

Jeep® Brand Teams Up for 18th Year as Exclusive Automotive Sponsor With ESPN, Which Unveils Virtual X Fest for X Games Aspen 2021

- 30-second television and digital spot, “ [Couldn't](#) ,” will be available on the Jeep® brand's YouTube channel and will air on ESPN throughout coverage of X Games Aspen 2021
- The [virtual X Fest experience](#) for fans includes an augmented reality model of the new 2021 Jeep Wrangler 4xe
- Jeep brand vehicles featured on the slopes include the Wrangler 4xe, all-new Grand Cherokee L, Wrangler Rubicon and Gladiator Rubicon

January 29, 2021, Auburn Hills, Mich. - X Games Aspen 2021 returns to Buttermilk Mountain January 29-31 with the Jeep® brand as the event's exclusive automotive sponsor for its 18th year. With X Games unable to host spectators on-site in Aspen, this year's virtual X Fest will instead bring the fan experience into homes around the globe.

Virtual X Fest is an immersive, interactive environment that complements the X Games Aspen live telecast and gives fans a virtual on-site experience. Upon entering the virtual X Fest, fans can customize their own avatar and explore the base of the mountain filled with experiences and a music stage.

Experiences will include exploring an augmented reality model of the new [2021 Jeep Wrangler 4xe](#), the most capable, technically advanced and eco-friendly Wrangler yet. Fans visiting the virtual X Fest world will be able to engage with the Jeep Wrangler 4xe by clicking on the X Games logo above the vehicle, which takes them into a 3D interior experience and tells them more about the new Wrangler.

A 30-second television and digital spot, “ [Couldn't](#) ,” will be available on the Jeep brand's YouTube channel and will air on ESPN throughout coverage of X Games Aspen 2021.

In addition to the virtual experience, the Jeep brand will have four of its vehicles on the slopes: the new Wrangler 4xe, all-new [Grand Cherokee L](#), Wrangler Rubicon and [Gladiator](#) Rubicon.

Elements featured as part of sponsor packages include signage across all event competitions, virtual X Fest activations, content creation and rights to the official marks and logos. Sponsors will also have a media presence during the X Games telecasts, as well as prominent positions across X Games social media platforms.

ESPN, ABC and ESPN2 will televise a combined 13.5 hours of live X Games Aspen competition, which will also be accessible via the ESPN App to viewers who receive their video subscription from an affiliated provider. In addition, four hours of exclusive coverage of X Games Aspen 2021 will be streamed on the @XGames [YouTube](#), [Facebook](#) and [Twitter](#) pages. Extensive coverage will also be featured across [XGames.com](#), the X Games Aspen App, @XGames on [Instagram](#), Snapchat and more.

Additional information on all X Games Aspen 2021 events is available on [XGames.com](#) for fans or on [ESPNPressRoom.com](#) for media only.

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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