

Jeep® Brand Is Recognized as America's 2021 "Most Patriotic Brand"

- The Jeep® brand retains No. 1 spot for 19th consecutive year as America's "Most Patriotic Brand" in annual Brand Keys survey

July 2, 2021, Auburn Hills, Mich. - Leading into the Fourth of July holiday, the Jeep® brand has been recognized for the 19th consecutive year as America's "Most Patriotic Brand" in the annual [Brand Keys](#) 50 Most Patriotic Brands survey, in which nearly 6,000 Americans participated.

"The Jeep community is like no other," said Olivier Francois, Global Chief Marketing Officer, Stellantis. "With the Jeep brand's recognition as America's 'Most Patriotic Brand,' we see that there is no other automotive brand that is so instantly recognizable and none whose freedom proposition is cemented into the history of its home nation like the Jeep brand, and protected with such passion by its owners and enthusiasts not only in America but around the world."

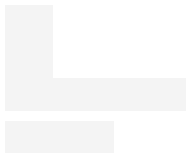
"Independence Day is an appropriate time to acknowledge the history and value of patriotism," said Robert Passikoff, President of Brand Keys. "And those who have contributed to it. 'Patriotism' is one of the most powerful values a brand can own, and the Jeep brand has led the brand patriotism-parade since the Most Patriotic Brand in America survey was created. A brand like Jeep that can literally own a value as strong as patriotism is able to emotionally differentiate themselves from the competition and engage customers. The Jeep brand track record proves that, and we are proud to congratulate them again this year for their extraordinary accomplishment."

"It was 80 years ago this year that the Jeep brand first forged its reputation of American might during World War II," said Jim Morrison, Vice President, Jeep Brand North America. "The brand's recognition as 'America's Most Patriotic Brand' for the 19th consecutive year is both a testament to the Jeep community and to the people who since 1941 have dedicated themselves to building iconic SUVs known around the world for outdoor adventure, freedom and off-road capability."

As a tribute to U.S. military members, the Jeep brand offers [special-edition Freedom models](#) across the entire lineup for the 2021 model year. These Jeep brand Freedom models feature military-themed exterior and interior design cues, such as the large "Oscar Mike" military star decal on the hood, matte black/Satin Carbon wheels and accents and an American flag decal along the side of each vehicle. For Wrangler and Gladiator, this also includes an "Oscar Mike" decal on the rear tailgate. As part of its long-standing relationship with the United Service Organizations, the Jeep brand will make a \$250 donation to the USO with every 2021 Freedom edition sold.

All active and recently retired service members also qualify for \$500 Military Bonus Cash across the Jeep 4x4 lineup.

Additionally, as the Jeep brand prepares for the arrival of the all-new 2021 Grand Cherokee L and the all-new 2022 Grand Wagoneer, both of which include the [American flag on their flanks](#), the brand will show off the 2022 Grand Wagoneer on the exterior of the company's tower at the Auburn Hills, Michigan, complex.



[View this post on Instagram](#)



A post shared by Jeep (@jeep)

Fans can visit the [Jeep Store by Amazon](#) for patriotic merchandise celebrating the upcoming holiday.

Brand Keys Survey

A national sample of 5,804 consumers, 16 to 65 years of age, balanced for gender and political affiliation, were drawn from the nine U.S. Census Regions. Consumers assessed 1,172 brands in 131 B2C and B2B categories as to their resonance for the single value – “patriotism.” Brand Keys assessments have been independently validated to correlate with positive consumer behavior in the marketplace at levels of 0.80+ making them some of the most accurate brand measures possible.

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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