

## The Jeep® Grand Cherokee L 'Wildly Civilized' Marketing Campaign Launches Across Television, Social and Digital Channels

- "Wildly Civilized" campaign launches across broadcast, social and digital platforms, including a dedicated television spot during high-profile sports coverage through July and August
- Rooted in a legacy of Jeep® 4x4 capability, luxury and advanced technologies, and loaded with Grand Cherokee firsts, the all-new 2021 Jeep Grand Cherokee L, now with seven-passenger seating, delivers an exceptional customer experience
- The all-new 2021 Jeep Grand Cherokee L is arriving in dealerships across the country now

July 12, 2021, Auburn Hills, Mich. - The Jeep® brand is launching its new marketing campaign "[Wildly Civilized](#)" for the all-new 2021 Jeep Grand Cherokee L. The "Wildly Civilized" campaign will run across television, social media channels and digital platforms.

"This 'Wildly Civilized' campaign for the all-new [2021 Jeep Grand Cherokee L](#) encapsulates the perfect center of gravity of the upscale SUV," said Olivier Francois, Global Chief Marketing Officer, Stellantis. "It reflects the balance of sophistication and ruggedness, of craftsmanship and capabilities, that only the Jeep brand can own. With the Grand Cherokee L, you don't have to pick one over the other, you have the freedom to choose both."

The "Wildly Civilized" spot, which can be viewed on the brand's [YouTube](#) channel, speaks to how the all-new 2021 Grand Cherokee L bridges refinement and adventure for its drivers:

Nearly 30 years ago, the Jeep Grand Cherokee began its legacy as the most awarded SUV in history. Following four groundbreaking generations of the vehicle, countless industry accolades and more than 7 million in global sales, the Jeep brand continues to shatter expectations of the full-size SUV segment with the all-new 2021 Jeep Grand Cherokee L. The newest iteration is designed and engineered to deliver an unmatched combination of even more legendary 4x4 capability, superior on-road refinement, premium styling and craftsmanship inside and out, and a host of advanced safety and technology features. The result is the all-new 2021 Jeep Grand Cherokee L, for the first time ever with seating for six or seven.

A second, dedicated, 30-second "Wildly Civilized" spot will run during high-profile sports coverage during July and August.

The Jeep brand's "Wildly Civilized" campaign was created in partnership with Chicago-based Highdive agency.

### 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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