

## **Jeep®, Ram and FIAT Partner With (RED)® to Become First Multi-brand Automotive Partners; Announce (Jeep)<sup>RED</sup>, (FIAT)<sup>RED</sup> and (Ram)<sup>RED</sup> Special Editions and Minimum \$4 Million in Proceeds to Fight Pandemics**

- Joining forces as (RED)'s first multi-brand automotive partners, Jeep®, Ram and FIAT brands will launch special-edition (RED) vehicles beginning this year
- Global marketing campaign for (RED)-branded vehicles drive awareness to the (RED) campaign; multi-year partnership will deliver a minimum of \$4 million of the brands' proceeds to fight global health emergencies, including AIDS and COVID-19, between 2021 and 2023
- The 2022 (Jeep)<sup>RED</sup> Compass edition will launch in the U.S. and Canada in the first quarter of 2022; the 2022 (Jeep)<sup>RED</sup> Renegade will follow in the U.S. and Canada soon after, then in Europe in the second half of 2022
- The 2022 Ram 1500 Limited (RAM)<sup>RED</sup> – based on the Ram 1500 Limited Night – will launch in late 2021
- “[The \(RED\) Mission](#)” for the Jeep brand launches today on brand's digital and social media channels
- “[Born to Save](#)” for the Ram brand launches today on the brand's social media channels
- The Fiat New (500)<sup>RED</sup> electric model is available now for ordering only in Europe

September 22, 2021, Auburn Hills, Mich. - The Jeep®, FIAT and Ram brands are, together with (RED), answering the call to serve the global fight against pandemics through the launch of special-edition (RED) vehicles, helping to deliver more than \$4 million to support the critical work of the Global Fund over the next three years.

“This partnership with FIAT, Jeep and Ram is a powerful shot in the arm for (RED)'s fight against pandemics and the complacency that fuels them. It's hard to believe that 15 years on from (RED)'s founding we are now fighting another tiny virus, but it's even harder to see the virus of injustice that marked the AIDS pandemic, which is alive and well during COVID,” said Bono, co-founder, (RED). “Less than 5% of people in Africa are fully vaccinated, while vaccines are plentiful in Europe and America. We have to do more and fast to support the hundreds of millions of people who don't yet have access to the vaccines, therapeutics or sufficient PPE. Because unless this pandemic is defeated everywhere, no one will be safe anywhere.”

“As the first automotive brands ever to join forces with (RED), a leader in the worldwide fight against pandemics, our immediate goal is to initiate a call to action to help combat these global health emergencies, including COVID-19 relief efforts,” said Olivier Francois, global chief marketing officer, Stellantis. “This marketing amplification plan across our three unique brands to drive more impact, more value, more meaningful awareness globally for the partnership allows us to turn \$4 million into something far greater over the next three years.”

“This is (RED)'s 15th year and we couldn't be prouder to launch such an exciting multi-year partnership. The global scale and creative energy this will bring to the fight against COVID and AIDS is exactly what's needed to help us end their devastating impact on so many millions of people. We are deeply grateful to the many teams who have made this launch – and future impact – possible,” said (RED) President and Chief Operating Officer Jennifer Lotito.

“We're tremendously grateful to (RED) for forming this valuable partnership with FIAT, Jeep and Ram,” said Peter Sands, executive director of the Global Fund. “At a time when the COVID-19 pandemic threatens to derail the progress we have made in the fight against HIV, this new partnership will help us reach more communities with the support they need to beat COVID-19 and protect the gains achieved against HIV.”

(Jeep)<sup>RED</sup> | “[The \(RED\) Mission](#)”: The Jeep brand represents the epitome of freedom and adventure, unrivaled.

When the pandemic struck, the brand asked its owners, fans and followers to give up that open-road freedom for the safety of themselves and others, launching a social media campaign with the hashtag **#StayOffTheRoad**, which was a surprising, but necessary, message for the legendary off-road brand to communicate to audiences.

Now, together with (RED), the Jeep brand launches the “Red Mission,” which is not to seek life, adventure and freedom on the red planet, but to deliver it here on planet Earth. To learn more about “The (RED) Mission,” go to [www.jeep.com/red](http://www.jeep.com/red).

“The (RED) Mission” was created in partnership with the Migrante Agency.

(RAM)<sup>RED</sup> | “[Born to Save](#)”: The Ram brand is “Built to Serve,” assisting owners in not just their work, but in times of need to help others. Ram Nation was formed to come to the aid of others during times of crisis, from flooding and tornadoes to helping the country’s farming community feed the nation. Here, “Built to Serve” evolves into “Born to Save.” To learn more about “Born to Save,” go to [www.ramtrucks.com/red](http://www.ramtrucks.com/red).

The 2022 Ram 1500 Limited (RAM)<sup>RED</sup> Edition truck will be revealed at the State Fair of Texas on September 23 and will be on display through the end of the fair. Additional brand and media opportunities in the fourth quarter will help to drive awareness of the partnership into 2022.

“Born to Save” was created in partnership with Sheet Metal Arts.

(FIAT)<sup>RED</sup>: FIAT, with the all-electric Fiat New (500)<sup>RED</sup> (available in Europe only) started its sustainable mission: caring and protecting the planet and people, and not forgetting what Fiat represents: Italian dolce vita. This (RED) lineup is welcoming, it’s warm, it’s joyful, playful and colorful ... it’s dolce vita incarnate.

Each (FIAT)<sup>RED</sup>, (Jeep)<sup>RED</sup> and (RAM)<sup>RED</sup> edition will be unique to its nameplate. The Fiat New 500, Jeep Compass and Ram 1500 (RED) editions will each have their own unique (RED) brand design cues, including (RED) badging on the exterior and interior of each vehicle.

The all-electric [Fiat New \(500\)<sup>RED</sup> edition](#) was revealed in Turin today. Additional details and pricing of the Jeep brand and Ram brand vehicles will be announced soon.

Jeep, Ram and FIAT brands will provide consumers with a myriad of opportunities to support the fight against the pandemic throughout the three-year commitment.

## **(RED)**

“(RED), named for the color of emergency, was founded by Bono and Bobby Shriver in 2006 to turn companies in a cavalry to fight the AIDS pandemic. Today, that cavalry is also fighting the urgent threat of COVID and its devastating impact on the world’s most vulnerable communities, answering the need for a truly global response.

(RED) partners with the most iconic brands and people to create (RED) products and experiences — all of which raise money for the Global Fund, one of the world’s largest funders of global health. (RED) partners include Amazon, Anova Culinary, Apple, Balmain, Bank of America, Beats by Dr. Dre, Buffalo Games, Claro, eos, Girl Skateboards, The Honey Pot Co., Louis Vuitton, Mavin Records, Montblanc, Primark, Salesforce, Starbucks, Stellantis, Telcel, Therabody, TRUFF, U-Mask and Vespa. (RED) supporters include Merck and Roche.

To date, (RED) has generated nearly \$700 million for the Global Fund, helping more than 220 million people. The money raised by (RED)’s partners and campaigns goes directly to strengthen health systems and support life-saving programs in the communities where pandemics hit hardest.

## **Jeep Brand**

Built on 80 years of legendary heritage, Jeep is the authentic SUV with capability, craftsmanship and versatility for

people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep lineup, is filled with benefits and exclusive perks to deliver Jeep owners the utmost care and dedicated 24/7 support.

The Jeep vehicle lineup consists of the Cherokee, Compass, Gladiator, Grand Cherokee, Renegade and Wrangler. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left- and right-hand drive configurations. Jeep is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis.

### **Ram Truck Brand**

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks, the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab, ProMaster and ProMaster City, the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram is the number one brand in new vehicle quality and is the only truck-exclusive brand to ever finish first in J.D. Power's Initial Quality Study (2021), which tracks new vehicle performance over the first three months of ownership. In the same study, Ram Heavy Duty models also scored best, making Ram the number-one truck brand in new vehicle quality among large heavy-duty pickups.

In addition, the latest J.D. Power APEAL study - which rates the emotional bond between customers and their vehicles – named the 2021 Ram 1500 as the best vehicle in the large light-duty pickup category. This marks the second straight year Ram 1500 has received top honors.

The 2022 Ram 1500 lineup includes the Know & Go mobile app featuring an immersive experience for customers who want to learn more about their vehicles.

Ram continues to outperform the competition and sets the benchmarks for:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 37,090 lbs. with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- Most capable full-size off-road pickup – Ram Power Wagon
- Ram 1500, America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque, achieves an unsurpassed 33 mpg highway and delivers up to 1,000 miles of range on a single tank of fuel
- Ram 1500 TRX is the quickest, fastest and most powerful mass-produced pickup truck in the world
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis.

### **FIAT Brand**

IT'S ONLY GREEN WHEN IT'S GREEN FOR ALL .That is FIAT's DNA and is incredibly in tune with the expectations of the moment. FIAT has been offering accessible mobility to a wide audience for over 120 years: "Mobility for all" and now, morphing into "SUSTAINABILITY FOR ALL" FIAT will be more socially relevant than ever. FIAT, today, is the number one volume Brand of Stellantis with already 1 million cars sold, to September 2021.

FIAT is absolute market leader in Italy, in Turkey and in Brazil and segment leader across continents: leader in city cars in Europe, leader in small pick-ups in Latin America, and a major player in family movers in many places such as the Middle East.

The New 500, all electric and only electric, launched in 2020 in Europe, is the most sold in the entire EV market in Italy and it is leader in the city car market in 12 European countries. New 500 is on its way to becoming the first global

all-electric & only-electric city car: it has been launched in Israel and Brazil, and soon in Japan.

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Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>