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**Canada: 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 (USD) 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 (USD) of the brands' proceeds to fight global health emergencies, including AIDS and COVID-19, between 2021 and 2023
- The 2022 (Jeep)RED Compass edition will launch in Canada and the U.S. in the first quarter of 2022; the 2022 (Jeep)RED Renegade will follow in Canada and the U.S. soon after, then in Europe in the second half of 2022
- The 2022 Ram 1500 Limited (RAM)RED – 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)RED electric model is available now for ordering only in Europe

September 22, 2021, Windsor, Ontario - 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 (USD) 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 [jeep.ca/en/jeep-red](http://jeep.ca/en/jeep-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. Here, “Built to Serve” evolves into “Born to Save.” To learn more about “Born to Save,” go to [ramtruck.ca/en/ram-red](http://ramtruck.ca/en/ram-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 colourful ... 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 colour of emergency, was founded by Bono and Bobby Shriver in 2006 to turn companies into 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 (USD) 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. To coincide with the launch of the all-new 2021 Jeep® Grand Cherokee L, the Jeep brand is launching

the Jeep Wave™ premium owner loyalty program in Canada. Jeep Wave will provide benefits and exclusive perks to deliver owners the utmost care and dedicated 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 and with gasoline and diesel powertrain options. Jeep is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

### **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 continues to outperform the competition and sets the benchmarks for:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 16,824 kilograms (37,090 pounds) with Ram 3500
- Segment first 1,000 lb.-ft. of torque with Cummins Turbo Diesel
- Payload of 3,484 kilograms (7,680 pounds) 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
- Ram 1500, North America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque, achieves an unsurpassed 7.1 L/100 km highway and delivers over 1,600 kilometres 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 North America
- Highest owner loyalty of any half-ton pickup
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

### **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.

### **Stellantis North America**

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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