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## Canada: Jeep® Brand Introduces New ‘Jeep Code’ Snapchat Lens, Turning Every Jeep Grille Into a One-stop Online Shopping Resource for Consumers

- Jeep® brand launches “Jeep Code” Snapchat lens that allows Canadian consumers to engage virtually within the Jeep lineup, turning every Jeep iconic seven-slot grille into a barcode
- Using revolutionary AR technology, the Jeep Code gives consumers more information, including features on the model scanned, plus starting price and links to the [Jeep.ca](https://www.jeep.ca) home page to search inventory, build and price and even start the buying process
- Jeep Code is available now through the Snapchat app available on smartphones

April 25, 2022, Windsor, Ontario - The Jeep® brand has launched the innovative “Jeep Code” Snapchat lens, a revolutionary way for Canadian Jeep enthusiasts and consumers to use their smartphones to turn any Jeep iconic seven-slot grille they see into a barcode and engage virtually with the Jeep vehicle lineup.

“The new Jeep Code lens provides our Jeep enthusiasts a revolutionary, new, virtual shopping experience with an easy point of their smartphone,” said William Levasseur, vice president sales and marketing, Canada. “More and more, vehicle purchases are being conducted in the digital realm and this is a great way for new or potential customers to instantaneously experience the Jeep showroom at their convenience, learn about our exciting vehicle lineup, search available inventory and connect with a local dealer.”

Once the grille is scanned via Snapchat using the first-of-its-kind augmented reality technology, the platform leverages machine-learning capability so that users can get more information about the Jeep model they’ve scanned, browse the inventory at their local dealerships, build and price their favourite model on [Jeep.ca](https://www.jeep.ca), or even start the buying process.

With this inventive Jeep Code technology, Jeep is enhancing the automotive shopping process and streamlining the buyer’s journey, particularly for younger consumers, so they’re connected quickly to the right vehicles in their area.

A first among any automaker, Jeep Code is available now through the Snapchat app.

### Jeep Brand

Built on 80 years of legendary heritage, Jeep is the authentic SUV brand that brings capability, craftsmanship 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. The Jeep vehicle range consists of the Cherokee, Compass, Gladiator, Grand Cherokee, Grand Cherokee 4xe, Renegade and Wrangler and Wrangler 4xe. Jeep Wave, a premium owner loyalty and customer care program that is available to owners of Jeep Grand Cherokee L, Grand Cherokee and Grand Cherokee 4xe and 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 new 4x4 in pursuit of the brand’s vision of accomplishing Zero Emission Freedom. All Jeep brand SUVs will offer an electrified variant by 2025.

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