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Jeep® Brand Sponsors Juventus U.S. Summer Tour in Dallas, Las Vegas and Los Angeles

- The 2022-2023 soccer pre-season is underway and Juventus and the Jeep® brand are celebrating the 10th year of their successful partnership
- Team Juventus to play three matches in July in the U.S.
- July 22: Juventus vs Chivas de Guadalajara at Allegiant Stadium, Las Vegas, Nevada
- July 26: Juventus vs. Barcelona at the Cotton Bowl, Dallas, Texas
- July 30: Juventus vs. Real Madrid at the Rose Bowl, Los Angeles, California
- During this 10-year sponsorship, the bianconeri have won 29 trophies

July 18, 2022, Auburn Hills, Mich. - The Jeep® brand is welcoming the Juventus FC to the United States as part of the club's [summer tour](#). As a [long-time sponsor](#) of the team, whose [players](#) proudly wear the Jeep logo on their jerseys, including stars such as Paul Pogba, Ángel Di María, Federico Chiesa, Dušan Vlahović and Juan Cuadrado, the brand and the team's fans can cheer on Juventus team's upcoming matches in Las Vegas (vs Chivas de Guadalajara) Friday, July 22 on at Allegiant Stadium; in Dallas (vs Barcelona) on Tuesday, July 26 at the Cotton Bowl; and in Los Angeles (vs Real Madrid) on Saturday, July 30 at the Rose Bowl.

The Jeep brand and football enthusiasts can find more information, including how to purchase tickets [here](#).

The celebrations of the first [10 years](#) of this collaboration can also be seen on the Jeep brand and Juventus' official social media channels (as can be seen at this [link](#)), where fans can share emotions, passion, and a sense of belonging to the two legends, and see the players in action wearing their new 'electrified' jerseys with the Jeep brand logo, which showcases the brand's path toward zero-emission freedom.

The team's 2022-2023 soccer pre-season began on July 1 and marked 10 years of partnership between Jeep and Juventus. With the Jeep logo first adorning the bianconeri kit during the 2012-2013 season, this sponsorship was founded and thrives on shared values like authenticity and passion. Over the past 10 years, the club has lifted many trophies and written another successful chapter in the history of Italian soccer and the team's glorious past, which sets them apart and fuels their global appeal.

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. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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