

Derek and Hannah Jeter Appear in 'Drove All Night' Campaign, the Next Evolution of Grand Wagoneer Partnership

- 30-second spot “Drove All Night” will run across television, social media channels and digital media channels
- Featured in the video is the long-wheelbase Grand Wagoneer L, which is 12 inches longer overall than the standard-wheelbase Grand Wagoneer
- Wagoneer launched a multi-year brand partnership with the Jeters last October
- First campaign, “Eyes Wide Open,” debuted in October 2022
- “Drove All Night” music track was produced specifically for the Grand Wagoneer campaign
- Wagoneer and Grand Wagoneer build on the original premium SUV by defining the next generation of an American icon

September 12, 2023, Auburn Hills, Mich. - Derek and Hannah Jeter are appearing in “ [Drove All Night](#),” the new advertising campaign introducing the next chapter of work for the Grand Wagoneer. The Wagoneer by Jeep® brand launched a multi-year [brand partnership](#) with the Jeters last October.

“The story behind ‘Drove All Night’ was inspired by conversations with Derek and Hannah and their commitment to being present for their family in big and small ways,” said Marissa Hunter, senior vice president, Stellantis North America. “Both Derek and Hannah are incredibly authentic, successful across many dimensions, and they truly treasure the importance of family and family values. Grand Wagoneer is a perfect fit for their growing family, and we feel very fortunate to have them as part of our Jeep family.”

In the 30-second “ [Drove All Night](#)” spot, Derek’s plane has been grounded due to weather, and it’s clear that it’s important for Derek to get to his final destination as soon as possible. The Grand Wagoneer takes Derek on his journey throughout the night, delivering him home to be greeted by Hannah and his children just in time to take them to school.

The spot will run across broadcast and cable channels, including college and NFL football, as well as Major League Baseball.

“Drove All Night” was created by the Jeep brand in partnership with Chicago-based Highdive agency.

Wagoneer by Jeep

Wagoneer returns as a premium extension of the Jeep® brand while continuing its legacy as the original premium SUV. Building on a rich heritage of premium American craftsmanship while offering a new level of comfort, legendary 4x4 capability and customer service, Wagoneer forges a new path – one that defines the new standard of sophistication, authenticity and modern mobility. Offering a unique and premium customer service experience, Wagoneer delivers warm, capable, innovative and authentic vehicles with premium design cues and technology to a new, distinctive and successful array of customers. Combining these attributes with strong SUV credentials, the Wagoneer and Grand Wagoneer build on the original premium SUV by defining the next generation of an American icon. Stellantis offers a portfolio of brands and is a leading global automaker and mobility provider. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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