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Stellantis Announces Executive Changes in North America

November 29, 2023, Auburn Hills, Mich. - Stellantis North America today named two executives to key roles in support of the Jeep brand as the region prepares for its electric offensive in 2024. Both moves are effective December 1.

William Peffer is named responsible for Jeep brand North America. Peffer joined the Company in 2020 where he has served as CEO of Maserati North America. Previously, he was COO of Kia Motors America.

Jim Morrison is named responsible for the newly formed Jeep Performance Parts business where he will lead the effort to capitalize on significant growth opportunities. Morrison previously was head of Jeep North America and has held in positions in sales as well as with the Jeep and Ram brands.

“We are entering a new chapter for the region, and I’m confident both Bill and Jim will bring their passion and intense customer focus to their new assignments,” said Mark Stewart Chief Operating Officer, Stellantis North America. “Bill’s deep brand experience will bring a unique and valuable perspective for the Jeep brand as it begins to roll out its electric portfolio next year. Jim’s unbridled passion for Jeep and its capability on and off road will help to elevate and accelerate our aftermarket business, most importantly with the brand’s electric future just around the corner for our North American customers.”

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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