

## **Pride, Adventure and Freedom – Jeep® Brand Recognized for 23rd Consecutive Year as America's Most Patriotic Brand**

- Jeep® brand retains the No. 1 spot as America's most patriotic brand in annual Brand Keys survey
- Jeep and the USO partnership, offering assistance to America military members, marks 16 years
- As another means of support, the Jeep brand also offers a Military Incentive Program
- American flags are prominently positioned on doors of the all-new, all-electric 2024 Jeep Wagoneer S, in addition to the Grand Cherokee, Wagoneer and Grand Wagoneer in a proud nod to the brand's 80-plus-year history celebrating freedom and adventure
- The all-new 2024 Jeep Wagoneer S is available to reserve now at [jeep.com](https://jeep.com)

June 7, 2024, Auburn Hills, Mich. - The Jeep® brand, celebrating more than eight decades of freedom, adventure, passion and authenticity, has again been named as America's most patriotic brand. For the 23rd year in a row, the Jeep brand is America's most patriotic\*, according to Brand Keys Most Patriotic Brands survey. Consumers who were surveyed assessed brands that best embody the value of patriotism in 2024.

"Being recognized as America's most patriotic brand for the 23rd consecutive year is a testament to our passionate owners and enthusiasts who whole-heartedly embrace the outdoor adventure and freedom that our Jeep 4x4s offer, which is second to no other," said Bill Pepper, senior vice president and head of Jeep brand North America.

To determine the 2024 rankings, Brand Keys surveyed more than 7,460 consumers, 18 to 65 years of age, balanced for gender and political affiliation, assessed 1,381 brands in 143 B2C and B2B categories, using Brand Keys emotional engagement measures. The assessments evaluated brand resonance for the single value of patriotism, and the Jeep brand was identified as the best for meeting today's patriotism challenges.

"Patriotism is one of the most powerful values a brand can own. Jeep has primary ownership of that value, with a real emotional underpinning. Jeep has a history forged in the past and the present," said Robert Passikoff, president and founder of Brand Keys. "And if there's such a thing as 'patriotic DNA,' it shows up in our Most Patriotic Brands emotional engagement assessments. In a more political and partisan marketplace, Jeep has been able to create a bond with all consumers, which is why Jeep shows up at the top of the list every year."

The Jeep brand and the USO are also marking 16 years together to help support and keep the members of the nation's military connected to everything that gives meaning to their service. More information can be found at [USO.org](https://USO.org).

Additionally, through the Jeep brand's [Military Incentive Program](#), select military personnel are eligible for military bonus cash to use toward select Jeep brand vehicles. Active, active reserve, retired military, retired military reserve, 100% disabled veteran and honorably discharged veterans, within 12 months of discharge date, are eligible under the program. The offer applies to purchases and leases on select 2024 and 2023 Jeep brand vehicles.

Another reward for being a Jeep 4x4 owner is the [Jeep Wave](#), a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, which is filled with exclusive benefits to deliver Jeep vehicle owners the utmost care and dedicated 24/7 support.

Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles, including Jeep Cherokee, Compass, Gladiator, Grand Cherokee, three-row Grand Cherokee L, Grand Cherokee 4xe, Renegade, Wrangler, Wrangler 4xe, Wagoneer, Grand Wagoneer and now, the introduction of its first all-electric Jeep in the

U.S., the Jeep Wagoneer S. The [Wagoneer S](#), revealed last week in New York City, is available to reserve now at [Jeep.com](#).

Fans can visit the [Jeep Store by Amazon](#) for Jeep merchandise.

*\*Based on Brand Keys 2002-2024 Most Patriotic Brands Survey*

### **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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