**Jeep® Renegade to Make Big Screen Debut in Warner Bros. Pictures Upcoming Action Adventure Film “Batman v Superman: Dawn of Justice”**

* **Jeep® brand launches new marketing campaign as part of co-Branded partnership with Warner Bros. Pictures' “Batman v Superman: Dawn of Justice”**
* **Hero of a dedicated commercial, the new Jeep Renegade *Dawn of Justice* Special Edition is available in dealerships across the EMEA region starting this month**
* **Exclusive ‘Battle of the Renegades’ online experience**

As a result of the recently announced global partnership between FCA US LLC and Warner Bros. Pictures' action adventure film “Batman v Superman: Dawn of Justice”, coming to European theaters in the next weeks, the Jeep® brand launches in the EMEA region an important marketing and communication campaign for the introduction of the new Jeep Renegade *Dawn of Justice* Special Edition. The new campaign will involve a major brand marketing action that will include branded TV and print commercials, digital advertising activities, local events also at the Jeep dealerships and exclusive online experience. All these activities will be created in collaboration with the filmmakers bringing “Batman v Superman: Dawn of Justice”to the screen.

The participation in the movie of the compact SUV Jeep Renegade allows the vehicle, which features the best-in-class off-road capabilities in its category, to be exposed to an incredibly vast audience. It is also the first time that the Jeep Renegade, the first Jeep model to be built globally and sold in more than 100 countries worldwide, is seen on the big screen.

The new advertising campaign for the launch of the new Jeep Renegade *Dawn of Justice* Special Edition in the EMEA region will kick off on March 13th with the debut of the TV commercial “Into the Storm”, across television, radio, print and web. First EMEA markets to go on air with the TV commercial will be Italy and the UK, shortly followed by all major European markets, according to their respective launch plan.

Available as a 30-second and 20-second film, the new Jeep Renegade *Dawn of Justice* Special Edition TV commercial, which is having its EMEA premiere at the Geneva Motor Show in these days, being displayed to the guests that are visiting the Jeep stand, features footage from “Batman v Superman: Dawn of Justice” with Bruce Wayne, played in the film by Ben Affleck, behind the wheel of the Jeep Renegade. Opening on city street ruins, the commercial speaks to how he feels compelled to move toward danger rather than run away from it. While several scenes of destruction follow in sequence, the voice over comments on that impulse: “There is a dangerous instinct that lives within you. You like chaos. And in these times, we need that. We need you to rush in when everyone else is running away.”

In “Batman v Superman: Dawn of Justice”, the world’s most iconic Super Heroes clash for the first time ever on the big screen. To reflect the renegade spirit of the Super Heroes whose epic conflict drives the film, the Jeep brand will launch an online experience called ‘Battle of the Renegades’. This interactive digital experience invites users to choose their allegiance between Batman, the BLACK, or Superman, the BLUE, and become a hero themselves by using the Jeep Renegade to help others and evade impending catastrophe. All users involved in the experience will be rewarded with a range of prizes, including epic live driving experiences and cinema tickets to “Batman v Superman: Dawn of Justice”.

*BATMAN V SUPERMAN: DAWN OF JUSTICE and all related characters and elements © & TM DC Comics and Warner Bros. Entertainment Inc.*

**Jeep Renegade *Dawn of Justice* Special Edition**

Revealed to the European public at the recent Geneva Motor Show, the Jeep Renegade *Dawn of Justice* Special Edition is based on the Longitude trim level and features a distinctive dark appearance, with a host of Gloss Black exterior and interior accents, enhancing the 18-inch alloy rims, the fog lamp and rear light cluster surrounds, the grille and the Jeep badge, in addition to several style accents in the passenger compartment.

Under the hood the new limited edition model offers a choice of two engines: the  1.6-liter MultiJet II 120 horsepower diesel engine and the 1.6-liter E-TorQ 110 horsepower gasoline engine, both combined with manual transmission and front-wheel drive.

Four are the exterior colors available on the new limited edition model:  Carbon Black Metallic, Granite Crystal,  Colorado Red and Alpine White.

**About “Batman v Superman: Dawn of Justice”**

From director Zack Snyder (Man of Steel) comes “Batman v Superman: Dawn of Justice”, starring Oscar winner Ben Affleck (Argo) as Batman/Bruce Wayne and Henry Cavill (Man of Steel) as Superman/Clark Kent in the characters’ first big-screen pairing. Snyder directed from a screenplay written by Chris Terrio and David S. Goyer, based on characters from DC Comics, including Batman, created by Bob Kane with Bill Finger, and Superman, created by Jerry Siegel and Joe Shuster. The film is produced by Charles Roven and Deborah Snyder, with Wesley Coller, Geoff Johns and David S. Goyer serving as executive producers. Warner Bros. Pictures presents, an Atlas Entertainment/Cruel and Unusual production, a Zack Snyder film, “Batman v Superman: Dawn of Justice”. The film will be released in 3D, 2D, and in select IMAX 3D theaters worldwide in the next weeks, from Warner Bros. Pictures, a Warner Bros. Entertainment Company. [batmanvsupermandawnofjustice.net](http://www.batmanvsupermandawnofjustice.net)

Turin, 14th March 2016