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The Jeep Brand Débuts on the New Juventus Football Club Jersey

The logo of the legendary Jeep brand, sponsor of the Juventus Football Club S.p.A. for the 2012–2013 European football (soccer) season, makes its first appearance on the new away strip jersey of the Italian Championship Winning Club, which was unveiled last Friday. Jeep will start to be at the side of Juventus in the national and international events that will take place this summer before the beginning of the upcoming football season. The new S Limited trim line of the brand's flagship Grand Cherokee in preview for the public at the pre-season retreat in Chatillon-Saint Vincent.

June 18, 2012, Turin, Italy - The Jeep® logo débuts on the new Juventus away strip shirt for the upcoming 2012–2013 European football (soccer) season. Officially unveiled to the supporters last Friday, the kit of the Italian Championship Winning Club draws inspiration from the glorious past of the Bianconeri Club that boasts 295 million followers worldwide.

Flood black and made using environmentally friendly materials, the kit highlights the Italian champions' determination and hunger for success. The details on the jersey, shorts and socks are a tribute to the key values on which the Club was founded.

The crew neck design is inspired by the 1941-42 Coppa Italia winning jersey. The inner neck graphic on the shirt is the club motto: "Vincere Non È Importante È L'Unica Cosa che Conta" (Winning is not important, it is everything), symbol sentence by Giampiero Boniperti.

The initiative results from the sponsorship agreement signed in April between Fiat S.p.A. and Juventus Football Club S.p.A., which will see Fiat as sponsor on the Juventus jersey for the next three seasons. Jeep and Juventus are two icons in the history of their respective worlds. Both have in their DNA values such as authenticity, passion and the ability to take on any challenge.

Jeep will start to be at the side of the Bianconeri in the national and international events that will take place before the beginning of the 2012-2013 soccer season with happenings that will involve the Juventus fans in the Jeep world, including test-drives, contests and outdoor activities related to the world of sports.

In July, during the Juventus summertime retreat at Chatillon-Saint Vincent in Val d'Aosta, Jeep will showcase to the public the preview of Jeep Grand Cherokee S Limited, the new trim line of the Jeep flagship that will be introduced in Italy and in the other European markets in September. Boasting black-gloss 20-inch alloy wheels, distinctive styling cues and 'Black' exterior treatments, new S Limited combines stand-out from the crowd exterior design and sporty appeal with the efficiency of the new 3.0-litre V-6 turbo-diesel engine fitted with Multijet II technology and delivering 241 horsepower and 550 Nm of torque. In the interior, sports-styled Nappa leather and suede seats together with real carbon fiber accents highlight the distinctive DNA that the S Limited shares with the Grand Cherokee SRT model, the most powerful and high-speed Jeep vehicle ever produced and recently introduced in the International markets.

The Jeep brand boasts today a global brand reputation with vehicles distributed in more than 120 countries around the world. Jeep builds on the core values of freedom, adventure, authenticity and passion: Freedom as a state of mind and determination to follow one's own instincts with the confidence of being able to undertake every adventure in the city and on the off-road trails with the safety granted by advanced 4x4 systems. Adventure as a vocation. Authenticity that belongs unmistakably to the 'original' brand that pioneered the outdoors and became clear leader, but also the ability to offer performances that transform the driving experience into an extraordinary event. Passion as the impulse to live one's individuality strongly.

Since the introduction of the first model in 1941, more than 15 million Jeeps have been produced and distributed worldwide. A brand boasting an extraordinary personality, Jeep has always been able to reinvent itself to offer

innovative products that set the benchmark for an entire category of vehicles: from the brand's iconic, Jeep Wrangler to the compact SUV Jeep Compass and the flagship Grand Cherokee, every Jeep model tells of a seven-decade long legend made of extraordinary journeys.

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