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Jeep Brand's Summer Celebration Continues as Fans Offered Once-in-a-Life Opportunity to play Jeep "Open Air Challenge" with USA Basketball Team National Point Guard Kyrie Irving in New York this Thursday, August 21

August 19, 2014, Auburn Hills, Mich. - The Jeep brand's Summer Celebration with USA Basketball National Team point guard Kyrie Irving continues to excite lovers of the game as the [USA Basketball National Team](#) makes its journey towards [2014 FIBA Basketball World Cup](#). This Thursday, August 21, at South Street Seaport – Pier 16, New York, NY, fans will be offered the once-in-a-lifetime opportunity to play the Jeep "Open Air Challenge" against Kyrie Irving, as well as win tickets to the USA vs. Puerto Rico basketball exhibition game on Friday (August 22) at Madison Square Garden.

The Jeep brand is making appearances in cities across the country as part of its Summer Celebration campaign with USA Basketball. At Chicago's Navy pier this past Friday, August 15th, fans and students from the Jalen Rose Leadership Academy competed against Irving and former NBA star Jalen Rose in the Jeep "Open Air Challenge." Irving competed from a designated spot on a basketball court, taking shots from the back of a Jeep Wrangler Altitude Edition, with students and fans shooting from the free throw line.

Coming off this Friday's win (95-78) against Brazil in Chicago, the USA Basketball team heads to New York to compete against the Dominican Republic (Wednesday, August 20) and Puerto Rico (Friday August 22) at Madison Square Garden, before heading to Spain to compete against Slovenia (August 26).

The Jeep brand teamed up with Epic Records and USA Basketball in May 2014 to launch its first-ever summer brand campaign. The campaign stars USA Basketball National Team point guard Kyrie Irving and debuted the Epic Records song "Love Never Felt So Good" by Michael Jackson. The 360-degree fully integrated campaign includes general market, African-American and Hispanic on-air and retail executions, in addition to print, digital, web, experiential and social elements that span across Jeep brand social media platforms including Facebook, Twitter, Instagram and YouTube. The campaign centers around the Jeep brand's 2014 Altitude Editions, which showcase open-air freedom, bold style and a new spirit of adventure as the "official vehicles of summer." Three of the spots can be viewed here: "[Call of Summer](#)"; "[Lovers of the Game](#)"; and "[Summer Fans](#)."

Consumers can continue to access custom content across the Jeep brand's summer campaign microsite www.jeep.com/summer and win prizes throughout the summer. Consumers can upload a [summer photo moment](#) using the #jeepsummer hashtag on Instagram through September 5. Each photo upload with the hashtag equals a contest entry to win prizes, including the chance to win an all-new 2014 Jeep Wrangler Altitude Edition. In addition, the Jeep brand will continue its support of the USO (United Service Organization) as part of the summer-long campaign. For each photo uploaded with the designated hashtag via Instagram, the Jeep brand will donate \$1 to the USO.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand-drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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