



FOR IMMEDIATE RELEASE

Introducing “Capabilities”: Jeep’s® Web Film Series from SapientNitro

TORONTO – January 23, 2012 – In an effort to feature the exceptional performance “Capabilities” of Jeep’s® Trail-rated vehicle series, a team from [SapientNitro](#), part of Sapient (NASDAQ: SAPE), hit the road and traveled through the legendary Rubicon Trail, home of every Jeep earned [badge](#). The result was a series of 31 distinctively shot web videos to be hosted on the Jeep website, [Jeep.com](#).

Five video categories were developed to cover a range of Jeep’s distinct features: Articulation, Ground Clearance, Maneuverability, Traction, and Waterforoding. The final presentation video entitled “Capabilities” highlights the sheer functionality of these Trail-rated vehicles. In order to best capture the intensity of the Sierra Nevada’s Rubicon Trail, numerous scenes were shot with a remote control helicopter equipped with a camera.

While web videos mainly have been used for awareness building and the transaction/purchase point, they are not often used through the purchase funnel to educate and drive the customer closer to purchase.

The branded entertainment showcases the full spectrum of Jeep’s Trail-rated vehicle series capabilities. The web videos highlight Jeep’s ability to excel under the harshest of driving conditions – through every turn, every slope, every crevice – making the sleek “capabilities” seem effortless. With a track record of over 70 years of mythic “capabilities”, Jeep’s Trail-rated vehicles include the Compass, Grand Cherokee, Liberty, Patriot, Wrangler, and Wrangler Unlimited.

Video highlight link: http://www.jeep.com/en/jeep_capabilities/trail Rated/

About SapientNitro

[SapientNitro](#)SM, part of Sapient®, is an integrated marketing and technology services firm. We create and engineer highly relevant experiences that accelerate business growth and fuel brand advocacy for our clients. By combining multi-channel marketing, multi-channel commerce, and the technology that binds them, we influence customer behavior across the spectrum of content, communication and commerce channels, resulting in deeper, more meaningful relationships between customers and brands. SapientNitro services global leaders such as Chrysler, Citi, The Coca-Cola Company, Singapore Airlines, Target, and Vodafone through our operations in North America, Europe, and Asia-Pacific. For more information, visit www.sapientnitro.com or follow us on Twitter [@sapientnitro](#).

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