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## **FCA Canada: Jeep® and Bell Media Partner to Chronicle Build up to World-First Nepalese Mountaineering Expedition in "Unclimbed: Reaching the Summit" Digital Series**

- *"Unclimbed: Reaching the Summit" follows Canadian mountaineer Gabriel Filippi, adventure filmmaker Elia Saikaly and Nepalese mountain guide and climbing partner Pasang Kaji Sherpa (PK) as they train to scale two unclimbed peaks in the Himalayas*
- *Jeep® vehicles play a vital role in supporting the intense training regime in both Canada and the Peruvian Andes*
- *Eight-episode series is an evolution of last year's successful "Life is Calling" partnership*
- *Exclusive digital series is viewable at [jeep.ca/lifeiscalling](http://jeep.ca/lifeiscalling) or [jeep.ca/lavievousappelle](http://jeep.ca/lavievousappelle), where Canadians can also enter for a chance to win a 2017 Jeep Cherokee 75th Anniversary edition*
- *The expedition is currently under way in Nepal*

September 23, 2016, Windsor, Ontario - Jeep® Canada and Bell Media have partnered again to bring Canadians an all-new digital web series. This series follows the inspiring journey of three men as they train for a world-first expedition, scaling two unclimbed peaks in Nepal.

An evolution of last year's successful "Life is Calling" partnership, this all-new, exclusive series entitled "Unclimbed: Reaching the Summit" follows Canadian mountaineer Gabriel Filippi, adventure filmmaker Elia Saikaly and Nepalese mountain guide and climbing partner Pasang Kaji Sherpa (PK) as they set out to be the first people to scale two Himalayan peaks only recently opened by the Nepalese government.

The athletes training journeys are enhanced by Jeep Cherokee, Grand Cherokee, Renegade and iconic Wrangler with their cargo versatility, superior on- and off-road capability, advanced technology and multitude of comfort features. Transporting Filippi and Saikaly to training destinations in Ottawa, the foothills of Québec, the Canadian Rockies in B.C. and a mountain range in the Peruvian Andes, Jeep brand vehicles play a vital role in this up-close and beautifully cinematic account of the intense training required to prepare for the climb of their lives. The duo's strength, perseverance and capability mirror traits synonymous with the Jeep brand, making this partnership a natural fit.

"Jeep is excited to partner with Bell Media to support Gabriel and Elia on their training adventure, and helping to give Canadians a first-hand view of their dedication and determination surrounding this world-first expedition," said Erica Sartori, Head of Jeep Brand Marketing, FCA Canada. "The rigorous training, meticulous detail and sharp reflexes on display throughout "Unclimbed: Reaching the Summit" are perfect metaphors for the quality, design and capability that form the foundation of the legendary Jeep brand."

A unique brand partnership, the first two episodes of "Unclimbed: Reaching the Summit" are now streaming at [jeep.ca/lifeiscalling](http://jeep.ca/lifeiscalling) or [jeep.ca/lavievousappelle](http://jeep.ca/lavievousappelle) with new episodes added weekly through October 31, 2016. There, Canadians can also enter for a chance to win a 2017 Jeep Cherokee 75th Anniversary edition, as well as great weekly prizes.

Broadcast and digital promotions for "Unclimbed: Reaching the Summit" will run in English and French language markets across Bell Media television and digital properties and on Jeep Canada's social platforms (Facebook - [@JeepCanada](https://www.facebook.com/JeepCanada), Instagram - [jeepca](https://www.instagram.com/jeepca)). These platforms will also run weekly episodic teaser spots introducing the series and celebrating the [Jeep brand's 75th anniversary](#).

The expedition is currently under way in Nepal.

#### **About "Unclimbed: Reaching the Summit" Characters**

With more than 20 Himalayan expeditions under his belt, including five on Mt. Everest, Filippi is the only Québécois and second Canadian to summit Everest from both the North and South sides. He's climbed six of the seven summits, led a heart transplant recipient to the summit of Mt. Blanc and climbed numerous technical peaks in South America. When not leading expeditions to the world's tallest peaks, Filippi shares his stories as an inspirational speaker to help others find success. Find out more about Filippi at [www.gabrielfilippi.com](http://www.gabrielfilippi.com).

After his mentor's tragic passing on Mt. Everest, Saikaly, who had never climbed a mountain or even slept in a tent, decided to retrace his footsteps up the world's tallest mountain. It was a decision that changed his life. He is now an award-winning, high-altitude filmmaker, philanthropist, inspirational speaker and global adventurer. Saikaly has been to the top of Mt. Everest twice, participated in eight Himalayan climbs and has scaled five of the world's seven summits. Find out more about Saikaly at [eliasaikaly.com](http://eliasaikaly.com).

Pasang Kaji Sherpa – or PK – is a freelance Nepalese mountain guide, camera assistant and sought-after expert for high-altitude filmmaking expeditions. PK has reached the summit of Everest three times, runs his own climbing shop and restaurant and holds the highest level of guiding certification through the Nepal National Mountain Guide Association – an accomplishment that took over a decade to achieve. Not only does he have elite mountaineering skills, he's also a businessman, entrepreneur and father. Find out more about PK at [www.pksherpa.com](http://www.pksherpa.com).

#### **About Jeep Canada**

Built on 75 years of legendary heritage, Jeep is the authentic SUV 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 consists of the Cherokee, Compass, Grand Cherokee, Patriot, Renegade, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left- and right-hand-drive configurations and with gasoline and diesel powertrain options.

#### **About Bell Media**

Bell Media creates content and builds brands that entertain, inform, engage and inspire audiences through the platforms of their choice. Bell Media is Canada's leading content creation company with premier assets in television, radio, out-of-home advertising and digital media. Bell Media owns 30 local television stations led by CTV, Canada's highest-rated television network; 30 specialty channels, including TSN and RDS, Canada's most watched specialty channels in English and French; and four pay TV services, including The Movie Network and Super Écran. Bell Media is also Canada's largest radio broadcaster, with 105 licensed radio stations in 54 markets across Canada. Bell Media owns Astral Out of Home with a network of more than 30,000 advertising faces in British Columbia, Alberta, Ontario, Québec and Nova Scotia. Bell Media also operates more than 200 websites; delivers TV Everywhere with its CraveTV and GO video streaming services; operates multi-channel network Much Digital Studios; produces live theatrical shows via its partnership with Iconic Entertainment Studios; is partners in Cirque du Soleil Media; and owns Dome Productions Inc., a multi-platform production company. Bell Media is part of BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company. For more on Bell Media, please visit [www.bellmedia.ca](http://www.bellmedia.ca).

#### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has

sales offices and parts distribution centers throughout the country.

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