

Jeep

The Jeep Brand Overview

Origins

1941 - World War II

**Created by American
Bantam Car Company**

**The oldest 4-wheel drive
mass production vehicle**

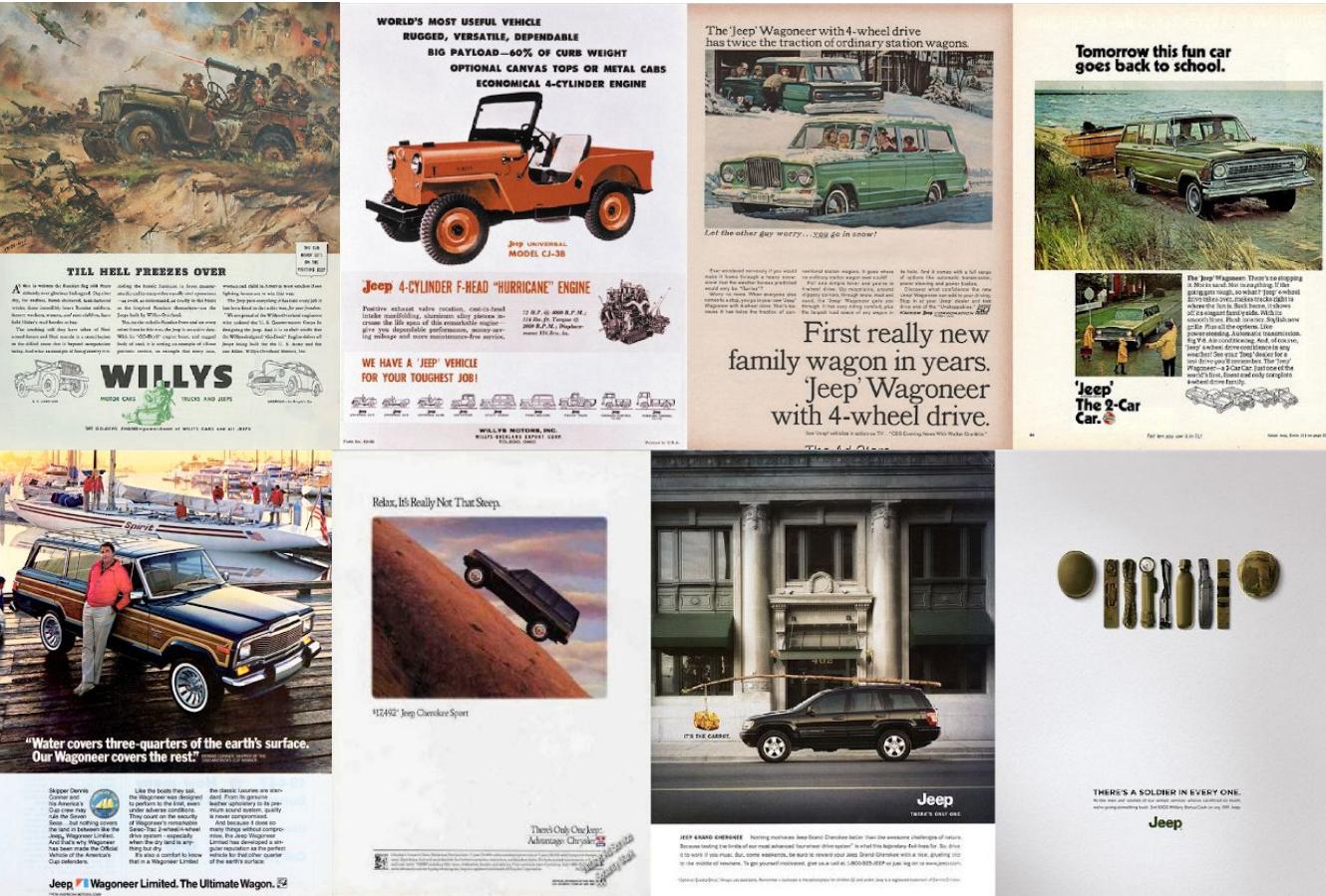
Military Designation GP



Origins

Functionality of Jeep vehicle evolved

**Started as a military car,
marketed to farmers, and
then was promoted as a
family vehicle**



Vehicles

Family
Adventurer
Dreamers
Doers



Commercial Vehicles

Rugged
Versatile
Dependable



Unify

Four Core Values:

Freedom

Adventure

Authenticity

Passion



Simplify

Brand Positioning

The authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys.



Simplify



Aktiv Grotesk Extra Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Jeep® Green
(PMS 574c or
PMS 5747u)

A large, bold, dark green wordmark 'Jeep' with a registered trademark symbol at the end. It is set against a solid dark green square background.

Jeep® Black
(Process Black)

A large, bold, black wordmark 'Jeep' with a registered trademark symbol at the end. It is set against a solid black square background.

Amplify

Jeep Icon



Jeep®

The new Jeep 2015 range,
Carved for Angola.

GRUPOautostar

Amplify

Jeep Jamborees



Amplify

Brand Architecture

Jeep®



Off-Road

75th Anniversary

Jeep has mastered the off-road world. Reaching the tough to find places and overcome obstacles on land.



JeepAir®



Agriculture



Industrial



Construction



Emergency Response



A close-up photograph of a quadcopter drone in flight. The drone has four black propellers and arms extending from a central body. A camera is mounted on a gimbal under the central body. In the background, a person wearing a grey hoodie and orange headphones is visible, looking up at the drone. The background is blurred, suggesting motion.

**The market for UAVs in 2013 stood at
\$11.3bn, and has the potential to grow to
over \$140bn within the next 10 years...**

Future Growth

Entertaining/ Recording	Protecting/ Inspecting	Evaluating/ Managing	Delivering/ Transporting
Toys Hobbyists Aerial Photography	Military Public Safety Wildlife Oil Rigs/ Wind Farms Cell Towers Agriculture Mining Bridges	Situational Awareness Operations Mgmt Asset Tracking Employee Oversight Modeling/Mapping Environmental Monitoring	Online Retail Local Stores Restaurants Legal Papers Medical
2014	2015/2016	2017/2018	2019...

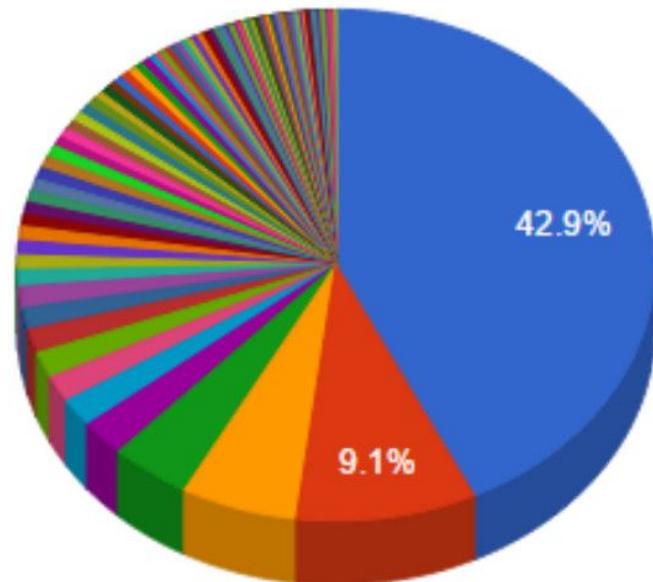
Competitive Market

Fragmented Market

Young Market

Young Companies

- DJI
- AeroVironment
- 3D Robotics
- Precisionhawk
- AshFloyd LLC
- Aeryon Flight Labs
- Sensefly
- Trimble Navigation
- Lepton Industrials
- Arcturus
- Yuneec



Why Jeep?

Trusted American Brand

**Power of Fiat Chrysler
Automobiles**

Jeep Brand Recognition

**Known for being dependable,
rugged, durable**

Known for off-road expertise

FAA Regulations

Max Speed: 100 mph

Max Weight: 55 lbs.

Max Altitude: 500 ft.

Fly During Daylight Only

**Must be directly visible
to operator**

**2015 FAA “flexible regulatory
approach” has increased the
number of drone exemptions**

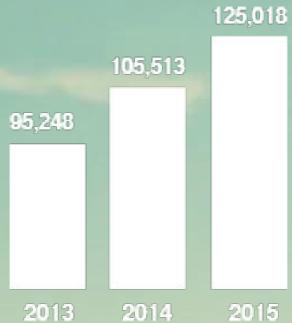
- More than 10x the number
of drone exemptions
granted between March
2015 and September 2015**



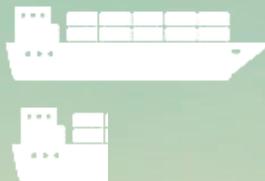
Business Strategy

FCA Annual Report

NET REVENUE



R&D COSTS = 2.6%
OF NET REVENUE



JEEP SALES
= 1.3 MILLION
WORLDWIDE
SHIPMENTS

TOTAL AVAILABLE LIQUIDITY: \$27,673 MILLION



Business Strategy

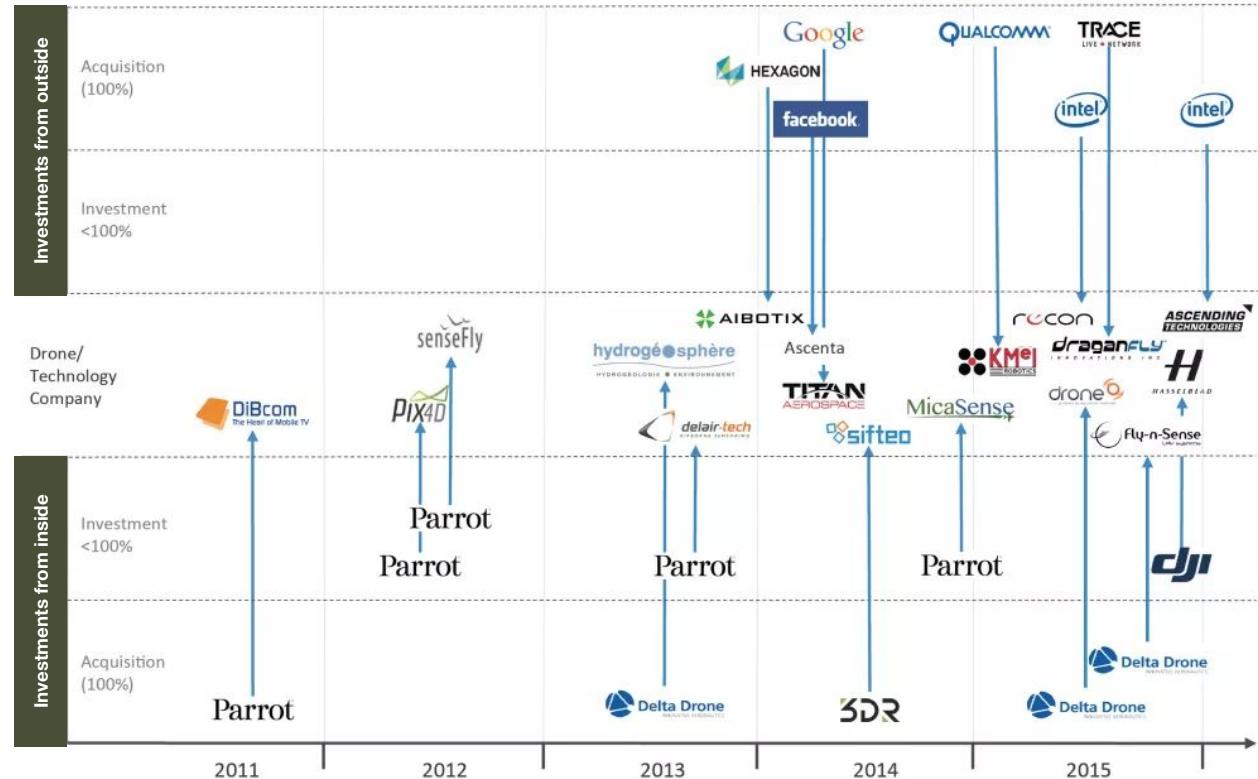
Easier and faster way to enter the market

Industry knowledge and expertise

No development costs

No need for production facility

M&A Activity in the Drone Industry



ACQUISITION CRITERIA

**American based
manufacturing**

Reflects JEEP values

**Wide range of industrial
applications**

Production capabilities

Low on funding



The Product

Product Capabilities

Plug and Play

Field-Swappable

No Configuration



Product Capabilities



Surveillance

Emergency response



THERMAL INFRARED



MULTISPECTRAL



LIDAR

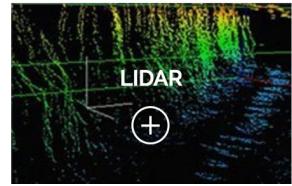


HYPERSPECTRAL

Product Capabilities



Heat detection
Emergency response



Product Capabilities



Plant health
Water quality



Product Capabilities



3D surface modeling
Flood mapping



Product Capabilities



Water quality
Full spectral imaging

Conceptual Design



Product Accessories



Unique Value Proposition

Practical and Powerful

Flexible and Upgradable

Rugged and Reliable

Works with Jeep

Truly Off-Road



Launch Strategy

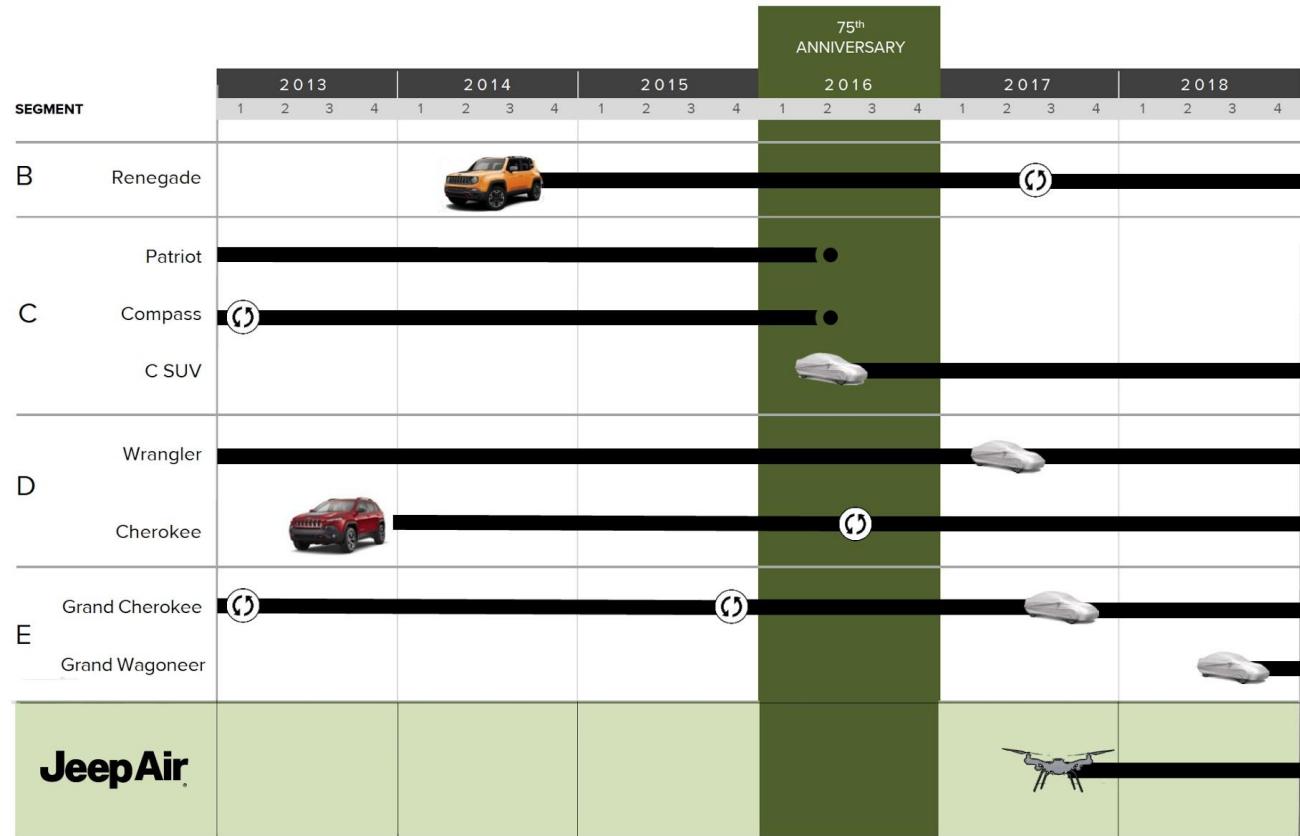
Launch Strategy

Coincide with Jeep
vehicle release



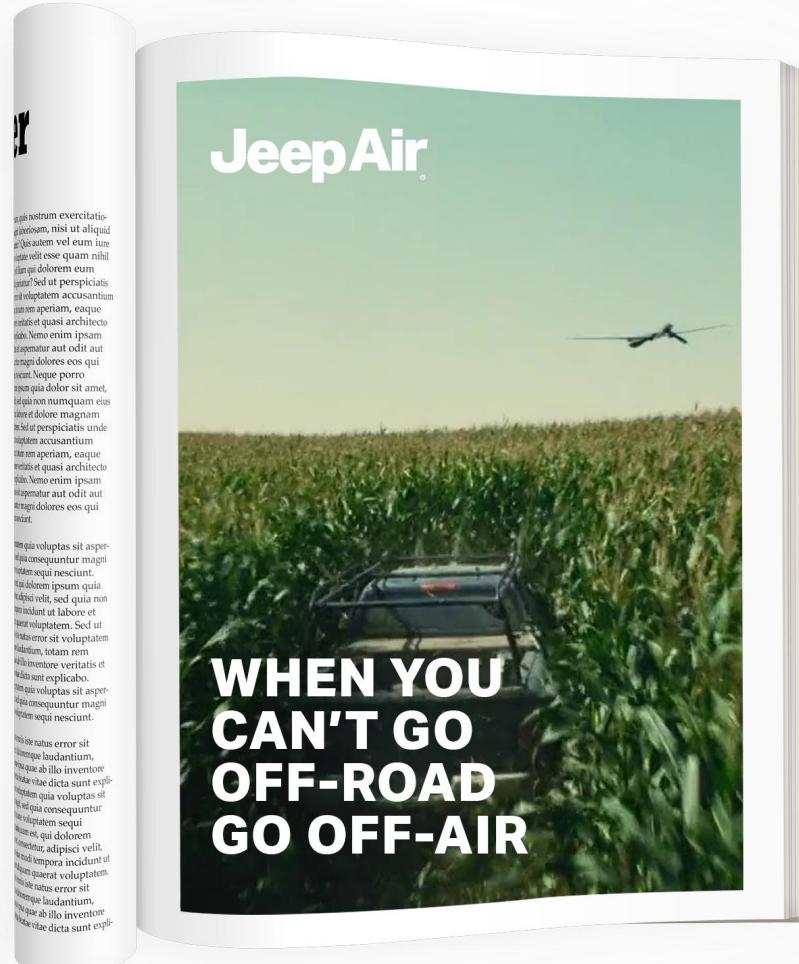
Launch Strategy

Coincide with Jeep vehicle release



Launch Strategy

Ads in trade publications



Launch Strategy

Trade Shows



An aerial photograph of a winding asphalt road through a dense forest. The road curves back and forth, creating a series of S-shapes as it disappears into the distance. The surrounding terrain is covered in green coniferous trees, with some yellow autumn foliage visible. The lighting suggests a bright day with long shadows cast by the trees onto the road.

Jeep Air

An aerial photograph of a winding asphalt road through a dense forest. The road curves back and forth, creating a series of S-shapes as it disappears into the distance. The surrounding terrain is covered in green coniferous trees, with some yellow autumn foliage visible. The lighting suggests a bright day with long shadows cast by the trees onto the road.

Thank you