

Contact: Diane Morgan
Stellantis

Jen Capasso
Volta Industries, Inc
jen.capasso@voltacharging.com

Jeep® Wrangler 4xe Hosts Network Takeover on Volta Charging Stations in Select Cities

- Using Volta Charging's dynamic weather campaign, Jeep® brand is the first to deploy two creative concepts using weather-based technology at each location

June 8, 2021, San Francisco - [Volta Industries, Inc.](#) ("Volta Charging"), an industry leader in commerce-centric electric vehicle (EV) charging networks, is partnering with the Jeep® brand as it introduces the all-new [Jeep Wrangler 4xe](#) to consumers.

"As the new Jeep Wrangler 4xe becomes firmly established in the marketplace, this unique network takeover with Volta Industries allows the brand to reach drivers at key moments in their daily commutes as they charge their vehicles," said Marissa Hunter, vice president, marketing, North America – Stellantis. "And as the first brand, automotive or otherwise, to implement Volta's unique, dynamic weather-based technology, capturing the local outdoor conditions on 55-inch screens, it also creates an authentic connection to our drivers and the Jeep brand's legendary status as the go-anywhere, do-anything vehicle for any lifestyle."

Volta's unique charging stations, which feature large, eye-catching digital displays, provide an optimal content-viewing experience for drivers who plug-in their vehicles when and where they shop. To raise awareness around the Jeep Wrangler 4xe, Jeep brand campaign videos will be seen in select California markets on Volta's charging stations throughout July 2021.

This campaign is unique in that it will use Volta Charging's dynamic weather-based ad capability to serve two different creative concepts from the Jeep brand. When it is sunny out, the advertisement will feature a Jeep Wrangler 4xe with the top down, going out and exploring, while the second ad emphasizes that even in the cloudiest weather, the Jeep Wrangler is still your go-to vehicle. Created by Huge Inc., the ads feature the taglines, "embracing nature has never felt more natural" for the sunny day version and "charge ahead and take on the elements" for the bad weather version.

"Drivers nationwide are ready to make the change from gas to electric-powered vehicles, and supporting the Jeep brand in the launch of one of its new and highly anticipated electric vehicles is another example of the large infrastructural shift of electrification of mobility," said Scott Mercer, founder and CEO of Volta Charging. "Partnering with the Jeep brand to promote the Jeep Wrangler 4xe on Volta Charging's network of stations and its media platform, located where consumers already go, will help to prove the accessibility of EV adoption."

Volta Charging's digital media network delivers a high value, diversified audience reach of more than 70 million consumers in 14 of the 15 largest designated market areas. Volta's media charging stations also offer brands a dynamic content experience, including activation and engagement opportunities. Brands running campaigns on Volta charging stations report experiencing positive results in brand awareness and increased purchase intent; in addition, Volta Charging's business partners who choose to have Volta charging stations installed report an increase in spend, dwell time and engagement on site.

Volta Charging

Volta Charging is an industry leader in commerce-centric EV charging networks. Volta Charging's vision is to build EV charging networks that capitalize on and catalyze the shift from combustion-powered miles to electric miles by placing stations where consumers live, work, shop and play. By leveraging a data-driven understanding of driver

behavior to deliver EV charging solutions that fit seamlessly into drivers' daily routines, Volta Charging's goal is to benefit consumers, brands and real-estate locations while helping to build the infrastructure of the future. As part of Volta Charging's unique EV charging offering, its stations allow it to enhance its site hosts' and strategic partners' core commercial interests, creating a new means for them to benefit from the transformative shift to electric mobility. To learn more, visit www.voltacharging.com.

In February 2021, Volta and Tortoise Acquisition Corp. II (NYSE: SNPR), a publicly traded special purpose acquisition company with a strategic focus on energy sustainability and decarbonizing transportation, announced they entered into a business combination agreement. Upon the closing of the transaction, which remains subject to customary closing conditions, the combined entity will be named Volta Inc. and remain on the New York Stock Exchange under the new ticker symbol "VLTA".

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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