



## **The Jeep® Brand and Genesis Orlando Inc. Announce New Animated Film- Tugger, the Jeep® 4x4 who wanted to Fly**

*The Jeep® Brand and Genesis Orlando, a digital animation studio, have entered into a licensing and marketing agreement to launch the animated film property Tugger, the Jeep® 4x4 who wanted to Fly.*

Orlando, FL ([PRWEB](#)) May 15, 2004 -Jeep® Brand and Genesis Orlando, a digital animation production company, have entered into a licensing and marketing agreement to launch the animated film property Tugger, the Jeep® 4x4 who wanted to Fly.

The original Genesis Orlando story centers on an animated character modeled after a Jeep vehicle who dreams of one day flying like an airplane. The film is being released in connection with the official launch of the 2005 Jeep Grand Cherokee and will release around the time vehicles will be available in dealerships, Fall 2004.

Tugger is a great asset to help launch the all-new 2005 Jeep Grand Cherokee, said Jeff Bell, Vice president Jeep and Chrysler Marketing, The animated character upholds the Jeep brands reputation for innovation and the go anywhere do anything spirit of the Jeep brand.

Principle marketing will be directed through BBDO Detroit, the advertising agency of record for Chrysler Group. Key licensing will be handled through the Joester/Loria licensing group in New York City.

Another marketing partner to join the Tugger property is the Stewart & Stevenson Company TUG Tractor of Marietta Georgia. As part of Genesis Orlando's marketing roll out of Tugger, Genesis has co-developed with TUG Tractors a new spin-off series named Timmy the Tiny Tug.

Additionally, Genesis has signed a Production, licensing and marketing partnership with Maxine Clark's Build A Bear Workshop of St. Louis. Genesis Orlando is producing the first Build A Bear Computer Generated Animated film based on the famous Build A Bear characters. The film is set for release in late 2005.

Other Genesis Orlando projects include GeeBee the Racer, for Kermit Weeks and his Fantasy of Flight theme park in Orlando Florida. Futureball, a Science Fiction Action film based on a revolutionary new sport concept, and The Adventures of Toby Digz a children's adventure series based on the David Hernandez comic novels published by Tommy Nelson Publishing.

A three-year-old CG animation house, Genesis Orlando is a boutique production company that maintains a staff of 25 highly experienced storyboard artists, writers, modelers, animators and technicians. Founded by an ex-Disney Supervising Animator with 27 years in the feature animation industry, Genesis has successfully made the jump from outsource animation facility to original content producer.

Our corporate and creative mission is to develop and build strong entertainment properties along side mutually beneficial marketing partnerships, says Alan Guimond, Genesis Orlando's COO. We're extremely excited about our partnership with both the Jeep brand and Build A Bear. We are following in the footsteps of companies like PIXAR by building on our Disney heritage of story telling while securing our



independence through self funding.Â

Â Though Genesis OrlandoÂ s key staff is primarily Disney trained, we are beginning to staff bright young talent from areas as diverse as Full Sail in Orlando, Ringling School of Design in Sarasota, Florida and Savanna School of Animation and Design In GeorgiaÂ said Guimond.

Mr. Guimond continued, Â Our key focus will always be Story and Character. Although we are extremely proud of our technological abilities, we know in our hearts that true success and value will be won through our ability to connect emotionally with our audiences.Â

For further information, contact: Steve Brodsky, Genesis Orlando Inc. at 407 566 1722 or visit [www.genesisorlando.com](http://www.genesisorlando.com), [www.tuggerjeep.com](http://www.tuggerjeep.com), or Suraya DaSante, Jeep Brand PR 248-512-4889.

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