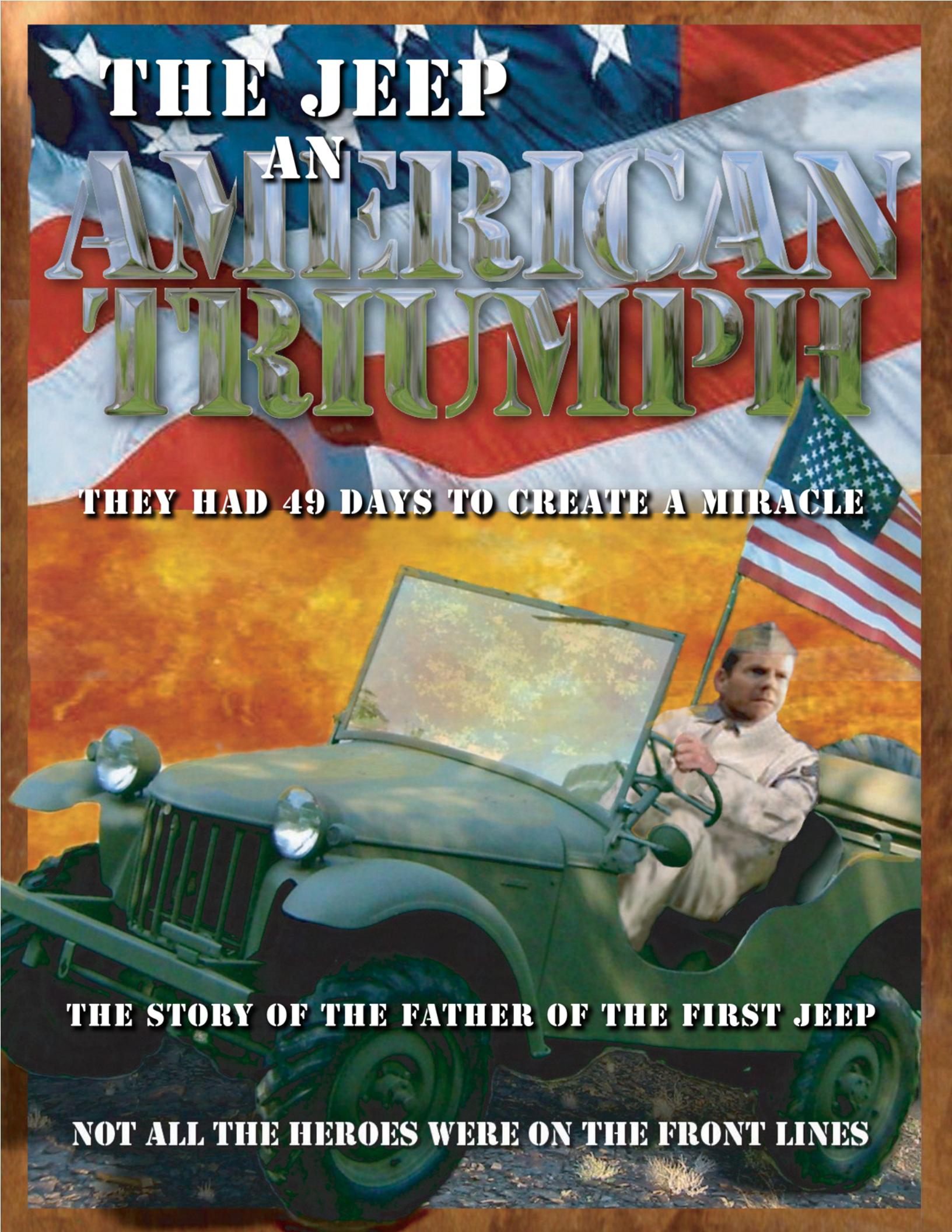


# THE JEEP AN AMERICAN TRIUMPH

THEY HAD 49 DAYS TO CREATE A MIRACLE

A painting of a man in a light-colored shirt and cap driving a green Willys MB jeep. He is looking towards the right. An American flag is mounted on a pole behind him, partially visible against a background of orange and yellow foliage.

THE STORY OF THE FATHER OF THE FIRST JEEP

NOT ALL THE HEROES WERE ON THE FRONT LINES

# THE JEEP: An American Triumph

*The Story of the Father of the First Jeep*

A Production from I'mManuel Productions

Created by Cathy & Paul Bruno

Directed by Sylvia Caminer (Emmy)

Produced by Manuel Freedman

Written by Manuel Freedman & Cathy Bruno & Paul Bruno

*They had 49 days to create a miracle...*

The little known true story of "*The Father of the First Jeep*," Roy S. Evans, is his history-changing struggle—against all odds—to lead his small team of designers and engineers to create the 4-by-4 all-terrain vehicle that replaced the mule and was crucial to winning World War Two.

"America could not have won World War II without it." —General Dwight D. Eisenhower

Recent comments about the screenplay from the heartland of THE JEEP: An American Triumph...

**"My husband, Tom, is a real antique car buff, and our bookshelves are filled with a wide array of classic car books, magazines and collectibles. I was not surprised that when he visited my hometown of Butler, Pennsylvania, for the first time that he knew as much of the jeep story as I did, recounting to me the history of the Bantam Car Company and the inspirational journey of Roy Evans from Butler to Washington....**

"When I tucked the script for "THE JEEP: An American Triumph" in his suitcase on a recent business trip, I knew he would read it with one disadvantage—he already knew the story. On his third night away, he called to tell me that he finished reading it. Through tears, he told me that the story as written so moved him that he felt as though Roy Evans was right there in his hotel room, detailing the grit and determination of those last days of production. "I was cheering out loud at one point," he said, "and I already knew they got the contract!" I was touched by his emotion, and we both realized that this really isn't a story about a car company ...it's a story about human spirit—the American spirit—and the ability to change the world."

-L&T B, Pennsylvania



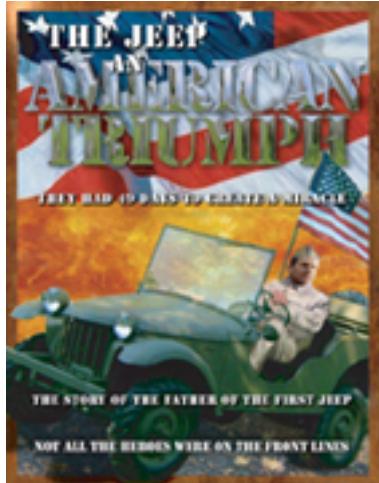
Sept 21, 1940, moments before the prototype was fired up and driven for the first time by Probst (leaning against spare tire). Evans with his Hollywood Convertible, c. 1948 (UR); The First production Jeep (LR)



"Well, we finished and yes you guys did a great job of tidying up a real God Bless America and the Jeep ending...You really felt the tension building as Evans and Probst are trying to deliver the prototype GP (that is handling so well) to the Maryland Quartermaster Depot. The tension was very real at the QM as Payne and the others (competition, too) were awaiting the arrival that most thought would not come, (except good ol' faithful Payne). Loved your ending...Probst, Payne, the Wheelers and all the folks getting on board to deliver this war miracle (and Lawes loved it!) deserved this piece of history to be told...Let us know if it gets on TV and when? CUDOS! This one is a winner, keep it in front of the powers that be, they won't regret it! Cheers and good night."

-L&R J, Montana

*Not all the heroes were on the front lines.*



## **THE JEEP: An American Triumph**

by Manuel Freedman & Cathy Bruno & Paul Bruno

*They had 49 days to create a miracle.*

### **Project Synopsis**

#### *Premise:*

Inspired by the true story: Roy S. Evans, during a major recession within the Great Depression, overcomes bankruptcy, technical problems, and political intrigue to design and build a revolutionary new vehicle in the dark months of unstoppable German conquest in Europe. Having outbid 134 other companies to win the job, Evans delivers in the 49 days required. His vehicle is recognized as being one of the three major reasons why the Allies won the war.

#### *Synopsis:*

Roy S. Evans, an automobile enthusiast and owner of the largest automobile dealership in the southern United States, struggles to sell small cars to the American market during the Great Depression. As the economic calamity worsens, Evans continues to believe that small cars have a future in the United States. As he puts it, "Small cars are going to be big!" In 1935, he expands from dealer to car manufacturer. He saves the only small car manufacturer in the United States from bankruptcy, the American Austin Car Company of Butler, Pennsylvania, and renames it the American Bantam Car Company.

As the world and the United States suffer from a recession during the Depression in the late 1930s, Evans and his team try everything possible to build and market small cars, but with limited success. By the summer of 1940 the American Bantam Car Company is bankrupt.

In the spring of 1940 as Germany overruns France, Great Britain stands alone against the Nazi juggernaut. Meanwhile Japan rules in Asia. The U.S. Army faces the immediate need to replace the mule with a mechanized vehicle. It is designed to transport troops and light payloads to match the Germans' new mechanized warfare of blitzkrieg.

Although his firm is bankrupt, Roy S. Evans rolls the dice and attempts to build a prototype vehicle, called the Truck 4 X 4 Light, within the U.S. Army's impossibly short time limit of forty-nine days. During the summer of 1940, through an amazing series of events, Evans and his team complete the revolutionary new vehicle and deliver it to the Army on the 49th day with just 30 minutes to spare.

His little engine that could is later credited as one of the major reasons for the Allies winning World War II. General Dwight D. Eisenhower declared, "We would not have won the war without it."

## **MARKETING VISION FOR THE FILM**

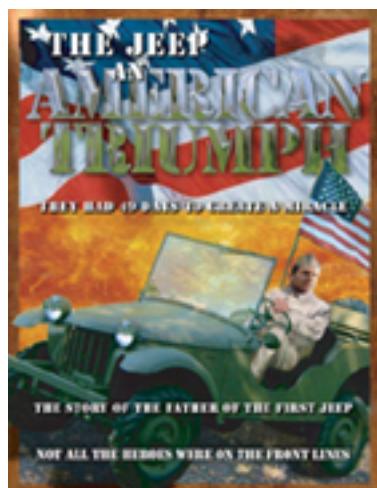
### **THE JEEP: An American Triumph**

**THE JEEP:** *An American Triumph*, the inspiring and compelling true story of common people accomplishing the impossible, provides the foundation for an all-encompassing marketing campaign for investors in the film because of the tremendous reservoir of good-will and knowledge of the Jeep among people of all age groups all over the world!

The interest in and knowledge of the Jeep spans the majority of demographic groups, including veterans, civilian Jeep owners, history buffs, car collectors and enthusiasts, and many who have never even driven a Jeep. The opportunity to channel this world-wide energy into **THE JEEP:** *An American Triumph* represents a unique opportunity to leverage the many organizations, websites, Jeep clubs, history and military history institutions to create interest in the film and have a ready-made audience for the film when it is released. This audience will then be formed for investors to take advantage of merchandising tie-in opportunities connected to the movie, like DVD's, Jeep miniatures, posters, T-shirts, and much, much, more.

**THE JEEP:** *An American Triumph* can also provide the impetus to create a permanent place to enshrine the legacy of this history-changing innovative vehicle—a long overdue Jeep Museum in Butler, PA, the “birthplace of the Jeep!” The Jeep Museum will honor the story of the legendary all-terrain 4-by-4 light truck. Among the many displays and memorabilia, the film will have its place in the permanent monument to its history, which will keep it alive for generations to come!

The marketing opportunities created by the making of **THE JEEP:** *An American Triumph* are limited only by the imagination. This film, like the Jeep itself, is an American original, and a marketing dynamo!



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