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2012 Jeep Wrangler Marketing

- 2012 Jeep Wrangler builds on the successful formula invented more than
- 70 years ago
- Jeep continues to deliver consumers the authentic SUV for those seeking extraordinary journeys
- Jeep Wrangler attracts growing array of customers, courtesy of legendary capability, improved on-road dynamics and comfortable interior
- Wrangler represents Jeep brand's heritage, built on more than seven decades of freedom, authenticity, mastery and capability

August 20, 2011, Auburn Hills, Mich. - Entering its eighth decade of legendary heritage, the Jeep® brand continues to deliver an open invitation to live life to the fullest by offering a full line of vehicles that provide owners with a sense of safety and security to handle any adventure with confidence.

Since 1941, when the first Jeep was born, the brand has continued to engineer and produce unique, versatile and capable vehicles.

Wrangler has come a long way since 1941. With more than 70 years of fine tuning the rugged American icon, Jeep has created and evolved a vehicle with an unmatched, strong enthusiast following. With its all-new powertrain and recently introduced more premium and comfortable interior, the 2012 Jeep Wrangler will appeal to a larger audience than ever before.

"The Jeep brand is truly unique, delivering customers an experience that no other automotive brand can possibly offer," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Each and every weekend, Jeep owners gather on trails throughout the world to experience Jeep, and every single day, Wrangler owners give each other the 'Jeep wave' as they pass one another on the road. This one-of-a-kind experience is largely due to the creation and evolution of the Wrangler, the original fun-and-freedom machine.

"For 2012, the Jeep Wrangler legend continues, with even more capability, power, performance, efficiency and fun," Manley added.

The Jeep Wrangler delivers clever, innovative designs in two- or four-door models that enhance owner's lifestyle, delivering unmatched flexibility for specific customer needs.

Jeep Wrangler and Wrangler Unlimited Demographics

Today's Jeep Wrangler customers are adventurous, spontaneous, enjoy the outdoors and desire a personal sense of freedom. They want their vehicle to reflect their personality. Customers buy a Jeep Wrangler because it's cool, fun to drive and possesses legendary capability. Active lifestyles keep Wrangler owners on the run, and they depend on a competent vehicle to get them where they want to go over any terrain and/or weather conditions.

Jeep Wrangler buyers are approximately 75 percent male and 25 percent female. Approximately 60 percent have college degrees. More than half of Wrangler Unlimited (4-door) buyers have children, while less than 30 percent of Wrangler (2-door) buyers do. Median household income is \$95,000 for Wrangler buyers and \$110,000 for Wrangler Unlimited buyers.

Jeep Brand

With the greatest range of SUVs under one brand, the Jeep vehicle portfolio consists of:

Compass: A compact SUV with a sophisticated, premium design, unsurpassed 4x4 fuel economy, freedom, utility, and Jeep 4x4 cachet and capability, all at a terrific value

Grand Cherokee: The most capable and luxurious Grand Cherokee ever, balancing legendary Jeep capability with sophistication to deliver a premium driving experience for all adventures

Liberty: The mid-size SUV from Jeep that offers Jeep Trail Rated® 4x4 capability combined with on-road refinement and numerous innovative features, including the industry-exclusive full-length Sky Slider® open-canvas roof

Patriot: A compact SUV delivering the fun, adventure and value only Jeep can offer, with unsurpassed 4x4 fuel economy and segment-leading capability

Wrangler: The icon of the Jeep brand, it remains true to its heritage as the original fun-and-freedom machine. Following an all-new interior and available premium body-color hardtop in 2011, the 2012 Wrangler features an all-new 3.6-liter V-6 engine for more fuel efficiency, power and on-road refinement

Wrangler Unlimited: The only four-door 4x4 convertible SUV on the market with room for five adult passengers, Wrangler Unlimited also features the recently introduced all-new interior and body-color hardtop, as well as the all-new 3.6-liter V-6 engine

Whether identified by their ownership of multiple Jeep vehicles, or their regular attendance at branded events, or by their abundance of Jeep gear – branded products from clothing to baby strollers – Jeep owners all have one common trait: a Jeep vehicle delivering benchmark, all-weather capability that allows them to go anywhere and do anything. It's not unusual to see Jeep owners sporting a bumper sticker that reads, "It's a Jeep thing...you wouldn't understand."

To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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