

## **Jeep® Brand Awards Grand Prize to Spokane Resident in the 'Jeep Arctic Yeti Dig' Contest Held at Winter X Games 2012**

*Kerry Boston from Spokane, Wash. is the grand prize winner of a 2012 Jeep Wrangler Arctic Edition*

January 26, 2012, Aspen, Colo. - The Jeep® brand hosted the "Jeep Arctic Yeti Dig" at the Winter X Games 2012. 7 contestants had the chance to dig into a 20 by 20 section of snow on the grounds of the X Games to find a Jeep Yeti Arctic Dig medallion. Kerry Boston from Spokane, Wash. was the first person to find the medallion and was named the grand prize winner of a new 2012 Jeep Wrangler Arctic Edition vehicle. It was broadcast at the games, garnering great excitement and anticipation.

"It was a tough dig but, I was determined to find that Jeep artifact so I could take home a new 2012 Jeep Wrangler Arctic Edition," said Kerry Boston. "I am looking forward to seeing it in my drive-way very soon."

The Jeep brand kicked off the "Jeep Arctic Yeti Dig" sweepstakes on the Jeep Facebook page ([www.facebook.com/jeep](http://www.facebook.com/jeep)), Twitter ([www.twitter.com/Jeep](http://www.twitter.com/Jeep)) and blog (<http://blog.jeep.com>) sites. Six sweepstakes participants were randomly selected to attend the Winter X games and today all dug in a giant pile of snow to find a key Jeep brand artifact. The first to find it was the grand prize winner of an all-new 2012 Jeep Wrangler Arctic.

### **2012 Jeep Wrangler Arctic**

Based on the Wrangler Sahara model, the Arctic's winter theme is immediately recognizable. Available colors are Winter Chill, Bright Silver and Bright White. Exterior features include a body-color hardtop and fender flares, "Arctic" badges on the front fenders, a "Yeti Footprint" decal over part of the driver's side fender and hood, black hood decal and Mopar® black fuel filler door and taillamp guards.

Jeep Wrangler Arctic also offers an aggressive Wrangler Rubicon tire and wheel package, with unique semi-gloss black 17-inch wheels shod with 32-inch tires.

Inside, Wrangler Arctic's seats are black Tectonic fabric with Polar White accents and orange accent stitching. Front seats are heated and feature an "Arctic" logo in the seat back. Accent stitching can also be found on the steering wheel, arm rest and console lid. Door trim and nets are accented in orange, and all grab handles and dashboard vent rings are finished in Polar White trim.

Mopar tread pattern slush mats with white "Jeep" lettering complete the Wrangler Arctic package.

### **Jeep Brand**

Built on 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six 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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