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Jeep® Introduces New Limited-edition Wrangler Unlimited Altitude

- 2012 Jeep® Wrangler Unlimited Altitude edition to arrive in Jeep showrooms next month
- Altitude model is newest special-edition Wrangler created in response to Jeep enthusiasts looking for factory-customized vehicles
- New Wrangler Unlimited Altitude follows last month's introduction of Grand Cherokee, Compass and Patriot Altitude models
- All 2012 Jeep Wrangler models powered by 3.6-liter V-6 engine producing 285 horsepower and up to 21 miles per gallon
- Jeep Wrangler sales up 30 percent in 2012

April 22, 2012, Auburn Hills, Mich. - On the heels of the popular Jeep® Wrangler Call of Duty: MW3 and Arctic models – and in response to Wrangler enthusiasts' continued desire for limited-edition vehicles – Jeep is introducing its new, 2012 Wrangler Unlimited Altitude edition. The Jeep Wrangler Unlimited Altitude is the latest Altitude model in the Jeep lineup, following the introduction of the Grand Cherokee, Compass and Patriot Altitude models last month.

Based on the 2012 Jeep Wrangler Unlimited Sahara model, the Altitude edition offers Jeep enthusiasts a Wrangler with a unique appearance that includes a body-color hardtop combined with a variety of black-gloss exterior appointments, and a distinctive black-and-red interior theme.

"With sales up more than 30 percent year over year, Jeep Wrangler continues to show the special place it has in the hearts and minds of the American public," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "One of the many things Jeep enthusiasts love is the series of limited-volume, special-edition Wrangler models we produce. The new Wrangler Unlimited Altitude builds on the previous models and delivers consumers yet another fun and distinctive Jeep vehicle straight from the factory.

"With a production run of only 4,500 units, we expect the Jeep Wrangler Unlimited Altitude to sell out very quickly," Manley added.

Jeep Wrangler sales were up 43 percent in March 2012 versus March 2011, and are up 30 percent for the year (through March). The new 2012 Jeep Wrangler Unlimited Altitude edition arrives in Jeep showrooms next month.

2012 Jeep Wrangler Unlimited Altitude

The new Jeep Wrangler Unlimited Altitude edition includes a body-color hardtop with matching painted center sections on the front and rear bumpers. Unique eighteen-inch, five-spoke alloy wheels with black-painted spokes and polished wheel rings combine to give the Altitude model a one-of-a-kind appearance.

Wrangler Unlimited Altitude's exterior appointments are completed with the inclusion of a Mopar® black fuel fill door, a matte black "Jeep" grille badge and a black tone-on-tone hood graphic.

A black-and-red theme is found inside the new Jeep Wrangler Unlimited Altitude. Specifically, red accent stitching adorns black leather seats, door panels, center arm rest, floor mats and steering wheel. Vent rings, steering-wheel spokes, door pulls and passenger-side dashboard grab handle and berber floor mats all appear in black, to provide the contrasting and one-of-a-kind interior.

Jeep Wrangler Unlimited Altitude models are available in Deep Cherry Red, Black, Bright White and Bright Silver Metallic, and will be available at a Manufacturer's Suggested Retail Price (MSRP) of \$33,740.

2012 Jeep Wrangler and Wrangler Unlimited

Jeep Wrangler – the most capable and recognized vehicle in the world – is even more capable both on- and off-road for 2012, courtesy of an all-new, more fuel efficient and more powerful 3.6-liter V-6 engine, and a new automatic transmission – both of which it shares with the award-winning Jeep Grand Cherokee.

Chrysler Group's 3.6-liter Pentastar V-6 engine – winner of the prestigious Ward's 10 Best Engines award – delivers 285 horsepower and 260 lb.-ft. of torque, while delivering up to 21 miles per gallon highway in the 2012 Jeep Wrangler. The improvement, when compared to the previous 3.8-liter V-6 engine, is 40 percent in horsepower and 10 percent in torque.

2012 Jeep Wrangler interior highlights include a recently redesigned instrument panel and storage areas with improved ergonomics and upgraded materials. A lockable console and upgraded door armrest areas boast comfortable touch points, while a redesigned center stack is easier to reach and operate. Heated, power mirrors are available, and drivers and passengers enjoy enhanced visibility courtesy of large rear windows.

Jeep Brand

Built on more than 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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