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Jeep® and Mopar Brands Reveal Six New Concept Vehicles for 48th Annual Moab Easter Jeep Safari

- Jeep Wrangler Level Red is a nod to the most challenging off-road trails
- Jeep Wrangler MOJO gets Wrangler Level Red off-road gear, with 37-inch tires, shortened bumpers, winch and higher-clearance fenders
- Jeep Wrangler Maximum Performance created for hard-core enthusiasts who seek the ultimate in power and capability
- Jeep Cherokee Adventurer delivers Trailhawk capability with added utility and cargo convenience for the trail
- Jeep Cherokee Dakar is the most extreme Cherokee ever
- Jeep Grand Cherokee EcoDiesel Trail Warrior delivers ultimate Jeep diesel capability
- Vehicles showcase the catalog of Mopar and Jeep Performance Parts available to enthusiasts

April 10, 2014, Auburn Hills, Mich. - The Jeep® and Mopar brands have once again teamed to develop a variety of vehicles that will debut at the annual Easter Jeep Safari in Moab, Utah, April 12-20. Now in its 48th year, the Easter Jeep Safari will be attended by thousands of die-hard off-road enthusiasts looking to enjoy a week of serious off-roading on some of the country's most renowned trails.

"We head to Moab and the Easter Jeep Safari with six new vehicles we know Jeep enthusiasts will truly appreciate – including our first two new Jeep Cherokee models built specifically for this important event," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "We look forward to putting these new Jeep vehicles in their proper environment and receiving important feedback from our most loyal customers at their favorite annual off-road gathering."

Jeep and Mopar used production and prototype Jeep Performance Parts on this year's collection of concept vehicles. Jeep Performance Parts are specifically designed, built and quality-tested to meet strict Jeep specifications, 4x4 capability, craftsmanship and versatility to help transform production Jeep vehicles into even more extreme trail performers.

"This year, we're showcasing a combination of Mopar and Jeep Performance Parts on our vehicles for off-road enthusiasts to see a variety of customization and personalization options," said Pietro Gorlier, President and CEO — Mopar, Chrysler Group LLC's service, parts and customer-care brand. "Since 2002, Jeep and Mopar have teamed to create more than 40 unique concept vehicles for enthusiasts who attend the popular Easter Jeep Safari."

Jeep Wrangler Level Red

The Wrangler Level Red, which refers to the highest level of difficulty an off-road trail can be designated, comes well-equipped to handle challenging off-road terrain, riding high on a Jeep Performance Parts 2-inch lift kit. Jeep Performance Parts Dana 44 crate axles on the front and rear feature a 4:10 ratio. The Jeep Performance Parts Rock-Trac transfer case provides a 4:1 low range to make navigating obstacles much easier. The 3.6-liter engine with a six-speed manual transmission is improved through a cold-air intake and low-restriction exhaust system. Wrangler Level Red's crawl ratio is 73:1.

The sleek Pitch Black exterior of Wrangler Level Red is decorated by a TorRed prototype graphic stripe that runs along the top of the hood near the bottom of the windshield and halfway down the body sides. The front and rear of

the vehicle are well-guarded by “Rubicon 10th Anniversary” bumpers, with prototype black “Aero” bumper ends and an under-bumper skid plate providing more protection. Wrangler Level Red rides on prototype 17 x 8-inch beadlock-capable wheels, accented with TorRed color on the beadlock ring. The wheels carry aggressive 35-inch BFGoodrich Mud Terrain tires, available through the Mopar Tireworks program.

Jeep Wrangler Level Red is modified with a Mopar half-door kit, and additional exterior upgrades include a prototype Jeep Performance Parts tire carrier, a locking gas cap, a hood prop kit and Jeep Performance Parts rock rails. Wrangler Level Red also sports badges for each of the five trails in Moab recognized by the Jeep brand as “Badge of Honor” trails. (Through the Jeep brand’s Badge of Honor program, Jeep vehicle owners can earn special vehicle badges once they conquer any of more than 30 approved, high-profile trails across the United States.)

The interior of Wrangler Level Red complements the feel of the exterior. The Tuscany Katzkin leather seats are embellished with red stitching, which also is featured on the arm rest. Flame Red color brings alive the seat belt webbing, while HVAC rings are painted with TorRed inserts and roll bar padding in the rear also features red accents. The interior is further upgraded with a gloss black look on the steering wheel spokes and dash grab handle. Additional accessories include a prototype Jeep Cargo Management System (JCMS) with a tow-strap bag and first aid bag on the rear swing gate, all-weather floor mats, grab handles, and a lockable storage bin under the seat.

Jeep Wrangler MOJO

The Jeep Wrangler MOJO (the “OJ” in the name stands for “Orange Jeep”) is geared for the off-road enthusiast who seeks an even tougher vehicle with the functionality to tackle the most extreme trails. A Jeep Performance Parts 2-inch lift provides the clearance to traverse obstacles, with locking Dana 44 front and rear axles and a 4:1 Rock-Trac transfer case adding to Wrangler MOJO’s rock-climbing capabilities. Wrangler MOJO’s crawl ratio is 59:1. The vehicle’s 3.6-liter V-6 engine is augmented with a cold air intake and low restriction exhaust system.

The Bright Orange exterior of Wrangler MOJO is defended by prototype Jeep Performance Parts “Shorty” bumpers and prototype flat-top fenders, with 37-inch BFGoodrich Mud Terrain tires wrapped around prototype beadlock wheels, accented with Mopar Bronze on the beadlock ring. The Mopar “Rubicon X” hood is ornamented by prototype topographical graphics that contain bronze “mapping” accents and flow down to the side panels. Additional trail enhancements include a Jeep Performance Parts “Rubicon X” front bumper, an under-bumper skid plate and a prototype Jeep Performance Parts winch. Jeep Performance Parts rock rails are added to further protect Wrangler MOJO from boulders and rocks on extreme trails.

Prototype LED headlamps and fog lamps help make night trips on the trail easier, and front and rear prototype two-tone half-door kits and a soft top further add to the open-air fun and freedom all Wrangler vehicles offer. A Badge of Honor plate is added to show the trails Wrangler MOJO has mastered, and a prototype Jeep Performance Parts tire carrier gives support to the spare tire. The five Moab “Badge of Honor” badges also appear on Wrangler MOJO.

The purposeful interior of Wrangler MOJO is perfect for the off-roader not afraid of dust or mud. The two-tone instrument panel and console complement black Katzkin seat covers and provide for simple cleaning. With the carpet removed, rugged all-weather floor mats shield the interior, and a Mopar sunbonnet and roll bar pads are trimmed in a Driftwood sand color, matching Wrangler MOJO’s overall appearance. A Mopar lockable rear cargo tray keeps valuables safe.

Jeep Wrangler Maximum Performance

Jeep Wrangler Maximum Performance speaks to the hard-core enthusiasts who spend every spare minute on the trail and seek the ultimate in power and capability so they can go where others cannot. Wrangler Maximum Performance is armed with new Jeep Performance Parts-exclusive push-button electric-locking Dana 60 axles at the front and rear, as well as 4.88 gearing and the 4:1 Rock-Trac transfer case to better hurdle any trail impediments. A prototype Jeep Performance Parts 4-inch lift kit also raises the vehicle. Wrangler Maximum Performance boasts a 70:1 crawl ratio.

On the exterior, a prototype Jeep Performance Parts “Stinger” front bumper can handle whatever the terrain dishes out, especially when paired with a front bumper skid plate, Jeep Performance Parts Rubicon rock rails and a prototype flattop fender kit. A Mopar black grille dresses up the front, which also is modified with a prototype Jeep Performance Parts winch, and prototype LED lights mounted to the top of the vehicle to shine bright during nighttime

off-road maneuvers. A prototype graphics package signifying the Moab landscape adorns the hood.

The Mopar Blue exterior is linked in appearance to the prototype eight-lug beadlock wheels by the Mopar Blue color on the beadlock ring. Wrangler Maximum Performance rides on 37-inch BFGoodrich Mud Terrain tires, with the sturdy hardtop covering full steel doors. The rear of the vehicle receives a prototype tire carrier and a 37-inch spare tire cover featuring the Jeep Performance Parts logo. Wrangler Maximum Performance also sports the five Moab "Badge of Honor" badges.

Mopar Blue is also featured inside, highlighting the HVAC bezels and steering wheel accents. Katzkin leather seats with embroidered Jeep logos feature blue accent stitching, as does the leather armrest. The interior is further enhanced with satin trim on the instrument panel, shift knob and HVAC controls, while the steering wheel spokes and dash grab handles are underscored in black.

Jeep Cherokee Adventurer

The Jeep Cherokee Adventurer boasts Trailhawk 4x4 capability, including a 48:1 crawl ratio with added utility and cargo convenience for off-road adventures, and a host of Jeep Performance Parts from Mopar.

The tan exterior is accented to the Trailhawk black hood decal. A prototype matte black Mopar roof basket rides on top, with a bungee net holding down cargo. Below, aggressive BFGoodrich All-Terrain tires are mounted on prototype 17-inch wheels, embellished with aluminum granite crystal and black pockets.

Jeep Performance Parts rock rails provide formidable off-road defense, and further protection is added courtesy of a two-piece underbody skid plate, a front suspension skid plate, an oil tank skid plate and a two-piece fuel tank skid plate. Red tow hooks adorn the front.

Inside the Cherokee Adventurer, black Katzkin leather seats, with perforated inserts, draw even more attention with maize-embroidered Jeep logos and maize stitching on the leather-wrapped steering wheel, arm rest and shift boot. The HVAC bezels, instrument panel, steering wheel and door switch bezels are upgraded with tan inserts to match the exterior color. The Jeep Cargo Management System is displayed with a Trailhawk bag, and is joined by a location-appropriate prototype Moab off-road bag. Bright door sill guards with the Cherokee logo, all-weather mats and a cargo tray complete the interior Mopar accessories.

Jeep Cherokee Dakar

The Jeep Cherokee Dakar is the most extreme Cherokee ever. The Silver Steel Satin Gloss exterior skin is strikingly set off with prototype Flame Red graphics that encircle the window and wrap around the black hood graphic. The Trailhawk 17-inch polished Satin clear coat wheels feature two large Flame Red pockets, with the Cherokee nameplate also changed to a Flame Red hue.

Front-end features are enhanced by two prototype Flame Red inserts on the traditional Jeep seven-slot grille, as well as through a prototype lower fascia trim. Cherokee Dakar is fortified for off-road action, equipped with Jeep Performance Parts rock rails, an oil pan skid plate, front suspension skid plate, two-piece fuel tank and underbody skid plates.

Cherokee Dakar's wheel openings have been modified in order to accommodate larger 33-inch BFGoodrich Mud Terrain tires. The rough-and-ready look rises with a prototype Jeep Performance Parts lift kit, and additional suspension modifications help make it the most extreme Cherokee yet. Prototype wider fender flares with riveted bolts give a tougher appearance and also accommodate the wider track and larger tires. A prototype rear fascia allows for an even more aggressive departure angle and enhances the higher ride height. Cherokee Dakar's crawl ratio is 48:1, and estimated approach and departure angles are 32 and 39 degrees, respectively.

Inside, prototype Katzkin leather black seats with "Machined Gunmetal" inserts are heightened with Header Red stitching, which is also found on the steering wheel, armrest and shift boot. A Flame Red insert accents the entertainment center. Accessories showcased from the Mopar catalog include all-weather floor mats, bright door-sill guards with the Cherokee logo, a cargo tray for storage, and the JCMS with the Trailhawk bag, as well as the prototype Moab off-road bag.

Jeep Grand Cherokee EcoDiesel Trail Warrior

The Trail Rated Grand Cherokee EcoDiesel Trail Warrior brings even more capability and convenience to the most-awarded sport-utility vehicle (SUV) ever, courtesy of a host of Jeep Performance Parts and Mopar accessories.

Grand Cherokee EcoDiesel sits higher thanks to its Quadra-Lift air suspension. The Mojave Sand exterior color is dressed with Satin Black flourishes on the grille, hood, lower front fascia, door handles, mirror caps, wheel flares and badging. The prototype Mopar roof basket, mounted on production cross rails, provides plenty of space to transport gear and provisions. Prototype 20-inch cast aluminum wheels in Satin black roll on aggressive All-Terrain BFGoodrich tires. Jeep Performance Parts tow hooks and rock rails are also featured. This unique Grand Cherokee features a 44:1 crawl ratio.

Grand Cherokee EcoDiesel Trail Warrior's interior offers a black-and-tan dual tone scheme. Gloss black accents appear on the HVAC bezels, steering wheel, instrument panel and other appointments. Additional Mopar accessories include all-weather floor mats, door sills, lighted Jeep logo sills, a pedal kit and a cargo tray.

About 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 Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options. Chrysler Group LLC products are available in more than 150 countries around the world.

About Mopar Brand

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product but truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in more than 130 markets, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as FIAT brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and FIAT vehicles – a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

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Mopar-first Features

Mopar has introduced numerous industry-first features including:

- **Vehicle-information apps:** first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide format. First to offer complete vehicle-information kits in Spanish
- **Wi-Fi:** first to offer customers the ability to make their vehicle a wireless hot spot
- **Wireless charging:** first to introduce in-vehicle wireless charging for portable devices
- **Electronic Vehicle Tracking System (EVTS):** first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor:** first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTech:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V-10 drag-race package car

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