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All-new 2007 Jeep® Compass Grows Brand in a New Direction

- Breakthrough Jeep® vehicle conquers all-new territory
- Jeep Compass' modern, urban design appeals to new Jeep buyers
- Interior features utility, flexibility and loads of cool innovations
- Value abounds with excellent fuel economy and long list of standard safety features

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The Jeep® brand is expanding into new territory with the 2007 Jeep Compass — an all-new modern-styled compact Jeep that delivers fun, freedom, utility, excellent fuel efficiency and Jeep 4x4 capability at a terrific value. Jeep Compass combines the packaging and functionality of a sport-utility vehicle (SUV) with the performance, handling, fuel economy and price of a compact car or small pickup.

Compass is the first Jeep vehicle to offer 30 miles per gallon on the highway — fuel-economy numbers not often found on an SUV. Compass also will be the Jeep brand's first front-wheel-drive-based product with a fully independent suspension for comfortable on-road ride and handling and fun-to-drive characteristics. And with Compass' starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,985 (including a \$560 destination charge), the Jeep brand continues to grow by offering an affordable, modern-styled compact SUV designed to bring new customers to the brand.

"With Compass, Jeep continues to expand globally by offering a fun-to-drive, fuel-efficient and affordably priced Jeep vehicle designed to reach youthful customers who may not have previously considered the brand," said George Murphy, Senior Vice President – Global Marketing, Chrysler Group. "Compass is a new type of Jeep vehicle for non-traditional Jeep buyers. It allows the brand to compete in the fast-growing compact SUV segment, where there is increasing market demand for fuel economy, ride comfort and efficient packaging in an SUV."

Jeep Compass contributes to the Jeep brand's global lineup expansion to seven SUVs, including the Jeep Commander, Jeep Grand Cherokee, Jeep Liberty (Jeep Cherokee outside North America), Jeep Patriot, the legendary Jeep Wrangler and the all-new Jeep Wrangler Unlimited four-door.

The newest Jeep will be available in both Compass and Compass Limited models. Both are available in the United States with front-wheel-drive and four-wheel-drive capability and will arrive in U.S. dealerships in the third quarter of 2006. Four-wheel-drive models will begin to arrive in volume markets outside North America in the fourth quarter of 2006.

Conquering New Territory

Jeep Compass will compete in the compact SUV segment, which is expected to grow considerably in the next decade, giving the Jeep brand the opportunity to grow with it. Annual compact SUV volume in the United States for the 2005 calendar year was 368,000 units, up from 297,000 units in 2004. The compact SUV segment is expected to almost double to approximately 600,000 units by 2010 and almost triple to more than 814,000 units by 2016.

With the all-new Jeep Compass, Jeep is targeting single or recently married educated professionals in their early 20s to early 40s, who are independent and family-oriented. These U.S. buyers skew female and earn a median income of \$60,000. Fifty percent are college educated. Upscale, fashionable and refined items fit their lifestyle. They want a sophisticated and modern vehicle that allows them to break from the routine, and Jeep Compass is designed and engineered to exceed their needs.

A Modern Interpretation of Traditional Jeep Styling

Sleek and sophisticated, the Jeep Compass broadens the global appeal of the Jeep brand by attracting new buyers who may not have previously considered it.

"Jeep Compass is an all-new design statement for Jeep," said Trevor Creed, Senior Vice President – Design.

"Compass fulfills the demands of customers who want a Jeep vehicle that is modern, stylish and refined, but still offers the credibility and characteristics associated with the Jeep brand name."

Compass features the Jeep brand's signature seven-slot grille, round headlamps and trapezoidal wheel openings. However, there also are several modern design twists that distinguish Compass from traditionally styled Jeep vehicles. The all-new silhouette, with a steeply raked windshield, expressive hood and deep fascia, gives the Jeep Compass its modern, yet capable appearance. The Jeep Compass' side profile features uniquely sculptured fender forms, delivering a fresh, athletic interpretation of traditional Jeep trapezoidal wheel flares. Standard 17-inch aluminum wheels and available 18-inch aluminum or chrome-clad wheels explore Compass' dual nature: off-road capable and on-road sophistication.

Jeep Utility Built Inside and Out

Jeep Compass' flexible interior gives buyers the capability to do more in terms of seating friends and storing gear. A command-of-the-road seating position gives drivers an added feeling of control. Compass has 39.4 inches of rear seat leg room, 53.6 cubic feet of cargo space with the rear seats folded flat and 60.7 cubic feet of cargo space with the front passenger seat back and rear seats folded flat.

In addition to interior spaciousness and flexibility, Jeep Compass has many clever and unique interior features available that add functionality not typically found in a compact SUV, including:

- Available nine-speaker Boston Acoustics Premium Sound Group with subwoofer that includes two articulating speakers packaged in the liftgate. When the liftgate is open, the speakers can swing down to face rearward for tailgating and other activities
- Auxiliary audio input jack for MP3 connectivity on standard radio
- Available dual purpose, self-recharging removable interior lamp, which is mounted in the headliner above the cargo area and can snap out of the bezel to serve as a flashlight
- Sliding center armrest that moves forward 3 inches to accommodate shorter drivers. The armrest lid includes a unique flip pocket for storing a cell phone or an MP3 player
- Available 115-volt outlet in the center console that can power small electronics
- Available fold-flat front passenger seat that creates a table-like surface for versatility
- Flexible 60/40 fold-flat rear seats with available recline feature
- UltraFloor™ durable vinyl load floor that is both removable and washable
- YES Essentials® seat fabric — an easy-care, soil-repellant and anti-microbial textile that protects seats from stains, odors and discoloration
- Available navigation system that uses Global Positioning System (GPS) satellite technology to offer turn-by-turn route guidance with voice instruction, automatic re-route calculation and enough memory to store 100 addresses (late availability)

Jeep 4x4 Capability and Safety

Jeep Compass is the first Jeep vehicle available with both a standard front-wheel-drive system and an available four-wheel-drive system called Freedom Drive I.

Freedom Drive I is an available full-time, active four-wheel-drive system with lock mode designed to give drivers year-round assurance, as well as the ability to handle rough weather and low-traction conditions. This active four-wheel-drive system is recommended for daily use. *Freedom Drive I* also features a lockable center coupling, giving drivers the ability to put Jeep Compass in four-wheel-drive lock mode to handle deeper snow, sand and other low-traction surfaces.

Jeep Compass also demonstrates that capability and safety go hand in hand. Standard safety features on all Compass models include:

- Side-curtain air bags
- Electronic Stability Program (ESP)
- Brake Assist
- Electronic Roll Mitigation

- Anti-lock brakes (ABS) with rough-road detection
- Brake Traction Control

Compass' standard four-wheel anti-lock brakes provide an excellent 60–0 mph dry pavement stopping distance of 127 ft.

Jeep Compass features standard 17-inch aluminum wheels and all-season touring tires. Available all-terrain outlined white letter (OWL) tires also are available and contribute to Compass' 8.4 inches of ground clearance, a 20.6-degree approach angle, 32-degree departure angle and 21-degree breakover angle. The Jeep Compass Limited model features standard 18-inch aluminum wheels and all-season performance tires. An 18-inch aluminum chrome-clad wheel also is available as an option on the Jeep Compass Limited.

World-class Engineering

The 2007 Jeep Compass' powertrain delivers world-class performance, fuel economy and refinement.

Compass features a standard 172 horsepower 2.4-liter World Engine with dual Variable Valve Timing (VVT), which helps optimize the torque curve at all speeds. This World Engine produces more power, better fuel economy and smoother, quieter operation than engines without dual VVT. Dual VVT is a technology not typically available on vehicles sold in the United States in the Compass' price class.

Jeep Compass also features a standard five-speed manual transaxle and an available Continuously Variable Transaxle (CVT2). CVT2 is a second-generation CVT that Chrysler Group engineers calibrated for pleasing engine response, precise ratio control and an available AutoStick® feature on the Compass Limited model that allows for manual control with the simulation of six stepped gears. CVT2 contributes to a fuel economy improvement of 6 – 8 percent compared with a traditional four-speed automatic transaxle.

A 2.0-liter turbo diesel engine will be available in key diesel markets outside North America.

2007 Jeep Compass Production

Production of the 2007 Jeep Compass began in the second quarter of 2006 at the newly refurbished Belvidere (Ill.) Assembly Plant. The new 172 horsepower 2.4-liter World Engine that powers the Jeep Compass is built in the state-of-the-art Global Engine Manufacturing Assembly (GEMA) plant in Dundee, Mich.

Jeep Brand

The Jeep brand's 65-year history of legendary capability has made it synonymous with freedom, adventure, mastery and authenticity. In 2006, the Jeep brand continues to deliver on its promise to provide versatile, innovative four-wheel-drive vehicles with the introduction of the all-new 2007 Jeep Compass, Jeep Patriot, Jeep Wrangler and Jeep Wrangler Unlimited. Jeep brand vehicle sales increased 12 percent in the United States in 2005 to 476,532 units (their highest total since 2000) compared with 2004 sales of 427,329 units.

Global Engine Manufacturing Alliance (GEMA)

The [World Engine](#) is a family of world-class four-cylinder engines produced by [GEMA](#) in Dundee, Mich., delivering an exceptional combination of quality, fuel efficiency, refinement and performance. GEMA is owned equally by DaimlerChrysler Corp., Mitsubishi Motors Corp. and Hyundai Motor Co. By optimizing the three joint venture partners' strengths, global economies of scale and the latest practices in flexible teams and machines, GEMA aims to set a new benchmark in engine plant productivity.

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