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

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The Jeep® brand is expanding into new territory with the all-new 2007 Jeep Compass — an all-new Jeep vehicle that delivers fun, freedom, utility, excellent fuel efficiency (30 mpg) and Jeep 4x4 capability at a terrific value. With Compass' starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,985 (including a \$560 destination charge), Jeep continues to grow by offering a modern-styled sport-utility vehicle (SUV) designed to reach consumers who may not have previously considered the brand.

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 was 368,000 in 2005, up from 297,000 units in 2004. The compact SUV segment is expected to almost double to 568,000 units by 2010 and almost triple to 814,000 units by 2016.

Compact and nimble, Jeep Compass brings a new sense of adventure to the compact SUV market, combining the packaging and functionality of an SUV with the performance, handling, fuel economy and price of a compact car or small pickup. Compass is 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. The two-wheel-drive model equipped with the 2.4-liter World Engine and five-speed manual transaxle achieves 30 miles per gallon on the highway.

In addition to its standard front-wheel-drive configuration, Jeep Compass also has an available full-time, active four-wheel-drive system with lock mode called Freedom Drive I™. This four-wheel-drive system features a lockable center coupling, giving Jeep Compass drivers the ability to handle rough weather conditions and low-traction surfaces.

Side-curtain air bags, Brake Traction Control, driver-controlled three-mode Electronic Stability Program (ESP), Brake Assist, Electronic Roll Mitigation and anti-lock brakes (ABS) with rough-road detection are all standard on the 2007 Jeep Compass.

### **DESIGN**

*"The Jeep Compass is an all-new design statement for Jeep," said Trevor Creed, Senior Vice President – Design, Chrysler Group. "Compass fulfills the demands of customers who want a Jeep that is modern, stylish and refined but still offers the credibility and characteristics associated with the Jeep brand name."*

The 2007 Jeep Compass is a modern interpretation of Jeep styling. Sleek and sophisticated, the Compass features the Jeep brand's signature seven-slot grille, round headlamps and trapezoidal wheel openings. 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.

### **ENGINEERING**

*"Jeep Compass' available Freedom Drive I active, full-time 4x4 system features all-new only-in-a-Jeep technology," said Larry Lyons, Vice President – Front-wheel-drive Product Team. "This new 4x4 system gives drivers the ability to put the Jeep Compass in four-wheel-drive lock mode to handle deeper snow, sand and other low-traction surfaces."*

Jeep Compass will offer customers the confidence and assurance that comes with Jeep 4x4 capability. In addition to its standard front-wheel-drive configuration, Jeep Compass has an available full-time, active four-wheel-drive system with lock mode called Freedom Drive, which gives 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, including driving in snow and rain.

Added Jeep capability is evident from Compass' 8.5 inches of ground clearance, 21.1-degree approach angle, 32.1-degree departure angle and 21-degree breakover angle with the available 17-inch all-terrain tires.

## **PRODUCT HIGHLIGHTS**

### **Breakthrough Jeep conquers all-new territory**

- Jeep Compass is a fun-to-drive compact Jeep 4x4 that delivers fun, freedom, utility and capability, excellent fuel economy, interior flexibility and standard safety features — all at a great value
- Jeep Compass is an all-new product that combines the packaging and functionality of a sport-utility vehicle with the performance, handling, fuel economy and price of a compact car or small pickup
- Jeep Compass features a standard 172-horsepower 2.4-liter World Engine with dual variable valve timing (VVT) and an available Continuously Variable Transmission (CVT2). A 2.0-liter turbo diesel engine coupled with a six-speed manual transaxle also will be available for markets outside North America
- Compact and nimble, Jeep Compass is the right size for world markets

### **Modern, urban design appeals to a new class of entry-level Jeep buyers**

- Jeep Compass is a modern-styled Jeep that broadens the global appeal of the Jeep brand by targeting new buyers who previously may not have considered the brand
- Jeep Compass offers the credibility and prestige of the Jeep brand

### **Cool, clever innovations abound**

- Jeep Compass offers many innovative interior features and flexibility including:
  - Standard side-curtain air bags
  - Flexible 60/40 split, fold-flat rear seats with available recline featureo Available front passenger seat that folds forward to create a table-like surface for versatility
  - Available 115-volt power outlet in the center console that can power small electronics
  - UltraFloor™ durable vinyl load floor is removable and washable
  - An available dual purpose, self-recharging removable interior lamp that is mounted in the headliner above the cargo area can snap out of the bezel to serve as a flashlight
  - Nine-speaker Boston Acoustics Premium Sound Group with subwoofer 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
  - 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
  - YES Essentials® stain resistant, odor resistant, anti-static seat fabric

### **Value for the money — excellent fuel economy, high-level of standard safety features that include:**

- Side-curtain air bags
- ESP
- Brake Traction Control
- Anti-lock brakes
- Brake Assist
- Electronic Roll Mitigation

## **MODEL LINEUP**

### **2007 Jeep Compass**

#### **Standard Features**

- Front-wheel-drive configuration

- 2.4-liter World Engine with dual variable valve timing (VVT) (172 horsepower [128 kW] and 165 lb.-ft. [223 N•m] of torque)
- Five-speed manual transaxle
- Side-curtain air bags
- ESP
- Brake Traction Control
- Electronic Roll Mitigation
- Hydraulic Brake Assist
- Anti-lock four-wheel disc brakes
- Cloth seats
- Outdoor temperature display
- AM/FM single-disc CD radio with an auxiliary audio input jack
- UltraFloor™ vinyl load floor
- 12-volt power outlet
- Center console sliding armrest that moves forward 3 inches to accommodate shorter drivers. Includes a unique center console flip pocket for storing a cell phone or an MP3 player
- Flexible 60/40 split, fold-flat rear seats
- Manual windows and locks and foldaway mirrors
- Front and rear floor mats
- Tilt steering column
- Sentry Key theft-deterrent system
- Rear window wiper/washer
- Rear window defroster
- Fog lamps
- Body-color grille and fascias
- Compact spare tire
- Dome and cargo lights
- Silver interior bezels and door arm rests
- 17-inch aluminum wheels and touring tires

#### **Optional Features**

- Freedom Drive I four-wheel-drive system
- Second-generation CVT2
- Air conditioning
- Seat-mounted side air bags
- Heated cloth seats
- Power express sunroof
- AM/FM six-disc CD radio with cassette and MP3 CD play capability
- A nine-speaker Boston Acoustics Premium Sound Group with subwoofer (which includes a leather-wrapped steering wheel with audio controls and six Boston Acoustics speakers with subwoofer and two articulating speakers packaged in the liftgate. When the liftgate is open, the speakers can swing down from the trim panel to face rearward for tailgating and other activities)
- Power Equipment Group (which includes driver one-touch power windows, power locks, remote keyless entry and power mirrors)
- Driver Convenience Group (which includes rearview auto-dimming mirror, temperature and compass gauge, Universal Garage Door Opener, Tire Pressure Monitoring System and Electronic Vehicle Information Center)
- Security Group (which includes soft-tonneau cover, security alarm and daytime running lamps)
- Trailer Tow Prep Group (which includes engine oil cooler and trailer tow wiring harness)
- 115-volt power outlet in the center console
- Removable/rechargeable interior cargo lamp
- Flexible 60/40 rear seats that fold flat and feature an available recline option
- Fold-flat passenger seat
- YES Essentials® Stain resistant, odor resistant, anti-static seat fabric
- Floor mats

- Speed control
- Trailer tow group
- SIRIUS Satellite Radio
- UConnect™ Hands-free Communication System
- Manual seat height adjuster
- Engine block heater
- Map lights
- Passenger assist handles
- Illuminated entry
- Deep-tinted sunscreen glass
- Fog lamps
- 17-inch all-terrain outlined white letter (OWL) tires
- Full-size spare tire

## **2007 Jeep Compass Limited**

### **Standard Features**

In addition to the standard equipment on the Jeep Compass model, standard features on the Jeep Compass Limited model include:

- Leather-trimmed, heated bucket seats
- Leather-wrapped steering wheel with steering wheel mounted audio controls
- Air conditioning
- Power windows with driver one-touch down feature
- Speed-sensitive power locks
- Remote keyless entry
- Fold-away power mirrors
- Deep-tinted sunscreen glass Standard 60/40 fold-flat, reclining rear seats
- Fold-flat front passenger seat
- Driver's seat height adjuster
- Manual driver lumbar adjust
- Passenger assist handles
- 115-volt auxiliary power outlet
- Removable/rechargeable cargo lamp
- Speed control
- Fog lamps
- Rear-view automatic dimming mirrors
- Temperature and compass gauge
- Universal garage door opener
- Tire Pressure Monitoring System
- Electronic Vehicle Information Center
- Bright front and rear fascia overlays
- Lower silver bright bodyside moldings
- 18-inch aluminum wheels and all-season performance tires

### **Optional Features**

Beyond the options offered on the Jeep Compass, additional options on the Limited model include:

- 18-inch aluminum chrome-clad wheels
- Auto Stick
- Navigation system (late availability)
- UConnect Hands-free Communication System

### **SAFETY & SECURITY**

Please refer to the [Safety Glossary](#) for descriptions of the following available features:

- Advanced multi-stage air bags
- Anti-lock brakes
- Automatic locking retractors
- Belt Alert system
- Brake Assist
- Brake Traction Control
- Electronic Roll Mitigation (ERM)
- Electronic Stability Program (ESP)
- Energy-absorbing steering wheel and steering column
- Enhanced Accident Response System (EARS)
- Lower Anchors and Tethers for Children (LATCH) child seat anchor system
- Pretensioners and load-limiting retractors for front seat belts
- Sentry Key® Engine Immobilizer
- Side guard door beams, front and rear doors
- Standard side-curtain air bags
- Structural safety cage
- Three-point seat belts
- Vehicle theft security alarm - Optional

#### **COLOR AVAILABILITY**

- Jeep Green Metallic Clear Coat
- Khaki Metallic Clear Coat
- Inferno Red Crystal Pearl Coat
- Marine Blue Pearl Coat
- Steel Blue Metallic Clear Coat
- Bright Silver Metallic Clear Coat
- Black Clear Coat
- Stone White Clear Coat

#### **MANUFACTURING INFORMATION**

- 2007 model year production start: May 2006
- Production location: Belvidere Assembly Plant in Belvidere, Ill.
- 2.4-liter four-cylinder World Engine: Global Engine Manufacturing Assembly (GEMA) plant in Dundee, Mich.
- Five-speed manual transmission: New Venture Gear; Syracuse, N.Y.
- CVT2: Jatco, Mexico

#### **MARKET POSITION**

Jeep Compass is a modern-styled Jeep designed to reach youthful customers who previously may not have considered the brand. Compass has the credibility and cachet of the Jeep brand at a very affordable price. It also provides excellent performance and fuel economy not expected in a sport-utility vehicle

#### **Demographics**

- Gender: 60 percent female/40 percent male
- Median Age: 40
- Median Annual Household Income: \$60,000
- Education: 50 percent college graduate
- Household: 55 percent married

#### **MARKET ADVANTAGES**

Jeep Compass brings the Jeep brand cachet to the crowded compact SUV class with all-new Jeep 4x4 technology called Freedom Drive I. This full-time, active 4x4 system has a lock feature, which provides confidence for all-weather driving conditions, as well as for driving on loose-traction surfaces.

Jeep Compass has the most powerful four-cylinder available in the compact SUV class (172 hp), combined with an available second-generation CVT2, which improves fuel-economy by 6 percent to 8 percent, depending on driving

conditions

Jeep Compass offers a high level of standard safety features, including:

- Side-curtain air bags
- ESP
- Brake Traction Control
- Anti-lock brakes
- Brake Assist
- Electronic Roll Mitigation

Jeep Compass offers many innovative interior features and flexibility not available on compact SUVs in its price class, including:

- Standard side-curtain air bags
- Flexible 60/40 split, fold-flat rear seats with available recline feature
- Available front passenger seat that folds forward to create a table-like surface for versatility
- Available 115-volt power outlet in the center console that can power small electronics
- UltraFloor™ durable vinyl load floor is both removable and washable
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