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With Seven Models, Jeep® has the Broadest Range and Freshest Lineup of SUVs in the Industry

Product Offensive Grows Jeep Brand Domestically and Internationally

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Jeep® has seven models in the 2007 model year, the most available to retail consumers at one time in the 65-year history of Jeep vehicles.

“Jeep is the Swiss Army knife of the SUV market,” said John Plecha, Director – Jeep Marketing and Global Communications, Chrysler Group. “No other automotive manufacturer in the world has the range of sport-utility vehicles that Jeep has. This impressive portfolio of SUVs provides Jeep dealers with an unprecedented opportunity to grow the brand by offering a variety of products that will excite our current customers and attract new ones.”

The expansion of the Jeep brand has taken place in just two years. At the start of 2004, the brand's trio of tough, capable, rugged SUVs included the venerable Jeep Grand Cherokee, Jeep Liberty – the retail sales leader among mid-size SUVs, and the icon of the brand, the Jeep Wrangler (two-door).

In 2005, the Jeep Commander – the first Jeep vehicle with seven-passenger seating – was introduced as a 2006 model. This year, the redesigned Wrangler two-door was unveiled as a 2007 model. Also debuting this year are three all-new Jeep vehicles: the Jeep Patriot and Jeep Compass – both of which provide Jeep 4x4 capability along with excellent fuel economy, safety and interior flexibility at a great value – and the Jeep Wrangler Unlimited, the first-ever four-door Wrangler. Also for 2007, Jeep Grand Cherokee is the first to offer a diesel engine in the full-size SUV segment and a flex-fuel-capable 4.7-liter V-8 engine, which gives customers the ability to use up to an 85 percent concentration of ethanol (E-85) to fuel their vehicles.

“The Jeep brand is on a product offensive and will continue to grow with new offerings that leverage Jeep's legendary 4x4 leadership,” said Plecha. “We're solidifying the Jeep brand's foundation with the bigger, more powerful all-new 2007 Jeep Wrangler and the Jeep Wrangler Unlimited, while also stretching the brand to reach new customers with Jeep Patriot and Jeep Compass.”

Sales of Jeep brand vehicles increased 12 percent in 2005 – to their highest total since 2000 – to 476,532 units, compared with 2004 sales of 427,329 units. Internationally, Jeep brand sales grew 15 percent to 84,019 units in 2005. The positive sales momentum for the Jeep brand has continued during 2006.

Jeep, which is one of the most recognized brands in the world, is celebrating its 65th anniversary in 2006. In 1941, the Willys-Overland company delivered to the U.S. Army 1,500 light reconnaissance vehicles called the Willys Quad. Improved vehicles were called the MA and MB, but eventually, those vehicles came to be known as the Jeep. More than 368,000 were built for use during World War II.

Over the years, freedom, authenticity, mastery and the capability to go anywhere have become the hallmarks of the Jeep brand and the basis for its SUV leadership worldwide.

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