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## **The Jeep® Brand: Purpose-built for Adventurous Lifestyles**

August 31, 2008, Auburn Hills, Mich. - Staying true to its strong values and character, the Jeep® brand is purpose-built for adventurous lifestyles. With 68 years of legendary 4x4 capability, the Jeep brand continues to fulfill promises of adventure, liberation, and independence for those who truly embrace life, whether traveling on- or off-road. The ruggedness and responsiveness of Jeep vehicles provide owners with a sense of security to handle any situation with confidence.

"The Jeep brand's legendary heritage has made it one of the most recognized brands in the world," said John Plecha, Director – Jeep Marketing and Global Communications, Chrysler LLC. "No other automotive brand today can say that it has consistently provided owners with a sense of freedom and adventure with the right mix of vehicles to safely take them where they want to go, whether it's closer to nature and the outdoors, or maneuvering through neighborhood streets."

Jeep vehicles have always been right-sized, never wasteful and deeply respectful of the environment, traits important to all Jeep owners who share a passion for adventure, fun and freedom in whatever they do. The brand's legendary Go Anywhere, Do Anything™ heritage is maintained with the addition of more interior refinement, comfort and technology in the widest range of sport-utility vehicles (SUV) under one brand.

For 2009, Jeep Compass and Jeep Patriot will feature all-new redesigned instrument panels, center console and door trim panels. To reduce noise and provide a quieter ride, engine compartment and interior floor insulation were added and improved, and tuning improvements were made to the engine exhaust.

Both compact SUVs offer 28 miles per gallon (mpg) and reach younger buyers wanting the credibility and cachet of the Jeep brand at an affordable price. Jeep Compass provides outstanding performance and fuel economy not expected in an SUV. Jeep Patriot provides the package and utility of an SUV with the performance, handling, fuel economy and price of a small car or small pickup. Additionally, both vehicles have been certified by the U.S. Environmental Protection Agency's SmartWay® program, which recognizes the cleanest, most efficient vehicles sold in the United States. SmartWay certification is based on achieving high standards in both air pollution and greenhouse gas (fuel economy) emissions.

The Jeep Grand Cherokee and seven-passenger Jeep Commander deliver a best-in-class off-road driving experience with superior on-road ride and handling. For 2009, the Grand Cherokee and Commander feature an all-new 5.7-liter HEMI® V-8 engine with Variable Valve Timing (VVT) and Chrysler's Multi-displacement System (MDS), providing improved fuel economy, idle quality and overall refinement. The vehicles also feature new customer amenities, delivering passenger and cargo versatility combined with unmatched off-road capability. Grand Cherokee engine options include a 3.0-liter V-6 turbodiesel engine featuring advanced next-generation diesel technology and an integrated particulate filter to help reduce exhaust emissions and engine noise. Also available is a 4.7-liter V-8 Flex-Fuel Vehicle (FFV) engine, capable of using an 85 percent concentration of ethanol (E85).

The mid-size Jeep Liberty, all-new in 2008, offers the legendary Trail Rated® Jeep 4x4 capability combined with a new level of on-road refinement and innovative features, including the industry-exclusive Sky Slider™ full-length, open canvas roof. Chassis improvements for 2009 provide a more precise, linear feel and improved steering and handling. The brand icon, the two-door Jeep Wrangler, remains true to its heritage as the original, extreme fun and freedom machine and it is the only 4x4 convertible with multiple open-air options including the three-piece Freedom Top™ system and Sunrider® Soft Top. The popularity of the Jeep Wrangler has never waned and is perennially a best seller for the Jeep brand.

The Wrangler Unlimited, the only four-door convertible SUV on the market with room for five adult passengers, adds refinement to its class-leading off-road capability and everyday practicality. The Wrangler Unlimited exceeds sales

expectations and is extremely popular with customers who always wanted a Jeep Wrangler, but also needed even more space and versatility.

“The expansion of the Jeep brand, from three to seven nameplates, has successfully brought more buyers into the Jeep owner base worldwide, resulting in a nine-percent global sales increase in 2007, as compared to 2006,” Plecha added.

As a leader in 4x4 innovation and off-road capability, Jeep 4x4 vehicles are tested on the toughest trails in the world to prove that they can handle any situation. The proof is in the brand's exclusive Trail Rated standard. The Trail Rated badge indicates that Jeep 4x4s have been designed to perform in five categories of off-road conditions: traction, ground clearance, maneuverability, articulation and water fording.

In addition to global brand awareness, Jeep vehicles have also produced some of the most passionate owners in the automotive industry. Whether identified by their ownership of multiple Jeep vehicles or their regular attendance at Camp Jeep® and Jeep Jamboree owner loyalty and off-road driving events, or by their abundance of Jeep gear – branded products from clothing to baby strollers, they all have one common trait: the ability to go anywhere and do anything in their Jeep vehicles. It is not unusual to see Jeep owners sporting a bumper sticker that says, “It’s a Jeep thing ... you wouldn’t understand.”

Jeep branded products – available at Jeep.com and retail stores – are sold in more than 40 countries across six continents and account for greater than \$500 million in retail sales annually.

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