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The Jeep® Brand: Purpose-built for Adventurous Lifestyles

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Staying true to its strong values and character, the Jeep® brand is purpose-built adventure gear inspiring

extraordinary journeys. With almost 70 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 Michael Manley, President & CEO, Jeep Brand, Chrysler Group 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 city and suburbs."

To meet consumer demand around the world, all seven Jeep models are sold outside North America, all of which are available in right-hand-drive and with petrol and diesel powertrain options. Available Jeep vehicles include: Grand Cherokee, the new Cherokee (Liberty in the U.S.), Commander, Compass, Patriot, Wrangler and Wrangler Unlimited.

In 2008, the Jeep brand comprised 41 percent of Chrysler Group LLC sales outside of North America. The Jeep Grand Cherokee was the highest sales volume vehicle for the Jeep brand outside North America last year.

At the 2009 International Motor Show (IAA) in Frankfurt, the Jeep brand displays the Jeep Patriot Overland model with premium appointments and features such as Uconnect™ Phone, Boston Acoustics premium sound system and Parksense® rear-park assist system.

Chrysler Group LLC sells and services vehicles in more than 120 countries around the world.

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