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No Foolin': Three Jeep® Tikis Hidden in U.S. for Next Phase of Unique Jeep Contest

Consumers who solve on-line clues and find Jeep Tikis to win all-new 2010 Jeep Wrangler Islander

- Jeep® Wrangler Islander Tiki Hunt national contest launched on Jeep.com, with supporting information available via Facebook and Twitter
- Consumers who solve the clues and find "Jeep Tiki Steel," "Jeep Tiki Wave" or "Jeep Tiki Trail" will win an all-new 2010 Jeep Wrangler Islander
- Jeep Wrangler Islander Tiki Hunt Begins today
- Joel Lounds, Bonita Springs, Florida wins first all-new 2010 Jeep Wrangler Islander at the 2010 New York International Auto Show as part of "Jeep Tweet-to-Win" contest

March 31, 2010, New York -

Attention all problem-solving, thrill-seeking, adventure-hunting, supers-sleuths: The Jeep® brand is offering three all-new 2010 Jeep Wrangler Islander vehicles as grand prizes in the next phase of its unique, innovative consumer contest launched on popular social media sites.

Jeep announced today the start of the national "Jeep Wrangler Islander Tiki Hunt" contest. Consumers may learn details by visiting JeepTikiHunt.com, or by following the Jeep Twitter (www.twitter.com/jeep) and visiting the Jeep Facebook page (www.facebook.com/jeep), where they will find clues about Jeep Tiki locations.

"Jeep has a special relationship with its community of loyal, engaging customers, so we have created a very different kind of contest to interact with them, while building significant buzz for our brand and vehicles," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "The initial phase of the contest - the 'Jeep Tweet-to-Win' contest, noticeably increased traffic to Jeep.com and our social media sites. Traffic to our Twitter site alone increased well over 100 percent.

"By placing three Jeep Tikis throughout the country, this buzz and on-line traffic will continue to rise, as we create a genuinely fun opportunity for consumers to win an all-new Jeep Wrangler Islander - a limited edition version of the iconic Jeep Wrangler."

Jeep will hide three individual Jeep Tikis - Jeep Steel, Jeep Wave and Jeep Trail - in three locations within the United States. Clues will be released on JeepTikiHunt.com hinting at the specific locations of the three hidden Jeep Tikis; clues will also be posted to the Jeep Facebook page and the Jeep Twitter handle. Each Jeep Tiki will be equipped with a GPS tracking device and will be associated with a unique telephone number that will be affixed directly to the Jeep Tiki. The first contestant to physically locate and retrieve each Jeep Tiki, and dial the unique telephone number affixed to it, will win an all-new 2010 Jeep Wrangler Islander.

The Jeep Wrangler Islander Tiki Hunt is the second phase of a consumer contest in conjunction with the Jeep brand's launch of the 2010 Jeep Wrangler Islander. Previously, the brand hosted the "Jeep Tweet-to-Win" contest on the brand's Twitter page, where five lucky winners were awarded with trips to the 2010 New York International Auto Show to compete to win an all-new 2010 Jeep Wrangler Islander.

This morning, at Camp Jeep, the large interactive, outdoor Jeep display at the New York International Auto Show, all five contestants dug in a giant sandbox, built specifically for the New York show, to find the golden Jeep Tiki. Joel

Lounds, from Bonita Springs, Florida was the first person to find it, winning an all-new 2010 Jeep Wrangler Islander.

About the Jeep Wrangler Islander
After more than 20 years, the unique Islander theme returns to the Jeep brand. The limited-edition Jeep Wrangler Islander is available on Wrangler and Wrangler Unlimited 4x4 models. Based on the Wrangler Sport model, the Islander's unique beach theme conveys open-air fun at first and every glance.

Jeep Wrangler Islander is featured in Surf Blue Pearl Coat, and is also available in Stone White Clear Coat, Bright Silver Metallic Clear Coat and Brilliant Black Crystal Clear Coat.

Other exterior features include an Islander "Jeep Tiki" decal on the hood with latitude and longitude coordinates that represent an actual location relating to the "Islander" theme of the vehicle, black side steps and popular Moab 17-inch wheels and 32-inch tires.

Inside, Islander's seats are Dark Gray with Surf Blue inserts, blue stitching and an embroidered Islander "Jeep Tiki" logo adorning the seat back. Blue stitching also has been added to the leather-wrapped steering wheel, with Mopar® rubber floor mats completing the beach theme.

The Jeep Wrangler Islander option package is available in Jeep showrooms at a U.S. Manufacturer's Suggested Retail Price (MSRP) of $1,120.

About Jeep
Built on nearly 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes Commander, Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all seven Jeep models are sold outside North America and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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