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The Iconic Jeep® Brand: Celebrating 70 Years of the Authentic SUV

- Jeep® celebrates with distinctive, premium special Anniversary Edition models
- Entire Jeep vehicle lineup significantly enhanced for 2011

June 22, 2011, Detroit - Jeep® – one of the world's few, true icons – is celebrating its 70th anniversary in 2011. To mark the occasion, the Jeep brand is creating distinctive, unique 70th Anniversary Edition models of each vehicle in its lineup.

“The Jeep brand’s legendary heritage and capability have made it iconic – well-known and loved throughout the world,” said Mike Manley, President and CEO — Jeep Brand, Chrysler Group LLC. “Since they were first produced in 1941, Jeep vehicles have been the authentic benchmark for off-road capability, having mastered more terrain, led more adventures and provided drivers more freedom than any other vehicle before or since.

“As part of our celebration of the 70th Anniversary of the Jeep brand, we are creating stunning, premium special-edition models of each vehicle in our lineup that pay homage to the history of the legendary Jeep brand,” Manley added.

All Jeep 70th Anniversary Edition models are available in a unique Bronze Star exterior paint, in addition to Bright Silver and Black.

2011 Jeep Compass 70th Anniversary Edition

The U.S. Manufacturer's Suggested Retail Price (MSRP) of the Jeep Compass 70th Anniversary Edition starts at \$24,270 (plus \$700 destination). It is available on Compass Limited models. Features include:

- Unique, 18-inch aluminum wheel
- 70th Anniversary badge
- Dark Slate seats with perforated leather inserts embossed with Jeep logo and Chestnut accent stitching and piping
- Berber floor mats and cargo area with Chestnut binding
- Unique dark green cluster overlay
- Chestnut stitching in steering wheel
- 70th Anniversary logo on radio screen

2011 Jeep Grand Cherokee 70th Anniversary Edition

The U.S. MSRP of the Jeep Grand Cherokee 70th Anniversary Edition is \$35,770 (plus \$780 destination). It is available on Grand Cherokee Laredo X models. Features include:

- Unique, polished 20-inch aluminum wheel with Mineral Gray pockets
- 70th Anniversary badge
- Dark Olive leather seats with perforated inserts with Chestnut accent stitching and piping
- Black/Dark Olive with Chestnut accents is also available
- Door bolster and armrest in Dark Olive and wrapped with Chestnut accent stitching
- Center console in Dark Olive perforated leather wrapped with Chestnut accent stitching
- Black leather wrapped steering wheel with Chestnut accent stitching
- Berber floor mats with Chestnut binding
- New satin chrome-plated, graphite anodized paint and Black Lacewood interior finish
- Unique cluster overlay and needles
- 70th Anniversary logo on radio screen

2011 Jeep Liberty 70th Anniversary Edition

The U.S. MSRP of the Jeep Liberty 70th Anniversary Edition starts at \$24,770 (plus \$745 destination). It is available on Liberty Sport or Limited models. Features include:

- Unique 18-inch Mopar wheel with polished face and painted pockets (optional on Sport)
- 70th Anniversary badge
- Bright body-side moldings, roof rails and license plate brow
- Dark Olive/Dark Slate leather seats with Chestnut accent stitching and piping
- Door armrest and center console in Dark Olive with Chestnut accent
- Leather steering wheel with Chestnut accent
- New interior satin chrome accents and bezels in anodized Silver and Black Lacewood finish
- Berber floor mats with Chestnut binding
- Unique cluster overlay and needles
- 70th Anniversary logo on radio screen
- Mopar stainless steel sill plates

2011 Jeep Patriot 70th Anniversary Edition

The U.S. MSRP of the Jeep Patriot 70th Anniversary Edition starts at \$22,170 (plus \$700 destination). It is available on Patriot Latitude X models. Features include:

- 17-inch aluminum wheel
- 70th Anniversary badge
- Dark Slate seats with perforated leather inserts embossed with Jeep logo and Chestnut accent stitching and piping
- Berber floor mats and cargo area with Chestnut binding
- Unique dark green cluster overlay
- Chestnut stitching in steering wheel
- 70th Anniversary logo on radio screen

2011 Jeep Wrangler 70th Anniversary Edition

The U.S. MSRP of the Jeep Wrangler 70th Anniversary Edition starts at \$28,670 (plus \$750 destination) for 2-door models and \$31,370 (plus \$750 destination) for Unlimited models. It is available on Wrangler and Wrangler Unlimited Sahara models. Features include:

- Unique 18-inch wheel
- 70th Anniversary badge
- Dark Olive seats with perforated leather inserts and Chestnut accent stitching and piping
- Satin chrome HVAC rings, front doorpulls and grab handle
- Automatic shift knob with satin chrome cap and bezel
- Door armrest and center console in Dark Olive with Chestnut accent
- Leather steering wheel with Chestnut accent
- Berber floor mats with Chestnut binding
- Unique cluster overlay and needles
- 70th Anniversary logo on radio screen
- Mopar brushed aluminum sill plates

2011 Jeep vehicle lineup

Jeep builds on its tradition of providing unique, iconic, versatile and capable vehicles for 2011, with its next-generation, premium flagship vehicle – the 2011 Jeep Grand Cherokee – and with significant changes across the Jeep vehicle lineup.

With the greatest range of SUVs under one brand, the Jeep vehicle portfolio consists of:

- Compass: A compact SUV with a new sophisticated, premium design for 2011, the Jeep Compass delivers unsurpassed 4x4 fuel economy, freedom, utility, and Jeep 4x4 cachet and capability, all at a terrific value
- Grand Cherokee: The most capable and luxurious Grand Cherokee ever, balancing legendary Jeep capability with sophistication to deliver a premium driving experience for all adventures
- Liberty: The mid-size SUV from Jeep that offers Jeep Trail Rated® 4x4 capability combined with on-road refinement and numerous innovative features, including the industry-exclusive full-length Sky Slider® open canvas roof

- Patriot: A compact SUV delivering the fun, adventure and value only Jeep can offer, with unsurpassed 4x4 fuel economy and segment leading capability
- Wrangler: The icon of the Jeep brand, it remains true to its heritage as the original fun-and-freedom machine. For 2011, it boasts an all-new interior, and an available premium body color hardtop for Sahara models
- Wrangler Unlimited: The only four-door convertible SUV on the market with room for five adult passengers, Wrangler Unlimited receives an all-new interior for 2011 and an available premium body color hardtop for Sahara models

Jeep Brand

Built on seven decades of legendary heritage, Jeep is the authentic sport-utility vehicle (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.

Whether identified by their ownership of multiple Jeep vehicles, or their regular attendance at branded events, or by their abundance of Jeep gear – branded products from clothing to baby strollers – Jeep owners all have one common trait: a Jeep vehicle delivering benchmark, all-weather capability that allows them to go anywhere and do anything. It's not unusual to see Jeep owners sporting a bumper sticker that reads, "It's a Jeep thing...you wouldn't understand."

To meet consumer demand around the world, all 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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