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## **The Jeep® Brand Introduces to Europe All-new Special "70th Anniversary Edition" Models**

- **Jeep® celebrates its 70 years with distinctive, premium 70th Anniversary Edition models**
- **Commemorative packages available for Wrangler, Wrangler Unlimited and Compass in selected European markets, starting in the first quarter of 2011**

February 20, 2011, Auburn Hills, Mich. -

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 Wrangler, Wrangler Unlimited and Compass.

"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 and Lead Executive for International Operations, 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 premium special-edition models that pay homage to the history of the legendary Jeep brand."

The Jeep 70th Anniversary Edition models will be available in select European markets starting in the first quarter of 2011, and all will be available in a unique Bronze Star exterior paint in addition to Bright Silver or Black.

### **Jeep Wrangler and Jeep Wrangler Unlimited 70th Anniversary Editions**

This special edition is available on Jeep Wrangler Sahara and Jeep Wrangler Unlimited Sahara models. Features include:

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

### **Jeep Compass 70th Anniversary Edition**

This special edition is available on Jeep Compass Limited models. Features include:

- 70th Anniversary badge
- Unique 18-inch aluminum wheel
- Dark Slate seats with perforated leather inserts embossed with Jeep logo and Chestnut accent stitching and piping
- Chestnut stitching on steering wheel
- Unique Dark Green cluster overlay
- Premium media center with navigation

- 70th Anniversary logo on radio screen
- Berber floor mats (including cargo compartment) with Chestnut binding

### **Jeep Brand**

Celebrating its 70th anniversary in 2011, 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 consists of the Wrangler, Wrangler Unlimited, Grand Cherokee, Cherokee, Compass and Patriot. To meet consumer demand around the world, all six Jeep models are sold outside North America - and all are available in right-hand drive versions and with petrol and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

For the year 2010, Jeep sales globally were up 24 percent versus 2009. Jeep was the top-selling brand and currently comprises 50 percent of Chrysler Group's international sales.

For more information about the Jeep brand, please visit the European media site at [www.jeeppress-europe.com](http://www.jeeppress-europe.com) or the Chrysler Group media site at [www.media.chrysler.com](http://www.media.chrysler.com).

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