

Contact: Michele Callender

Ariel Gavilan

## **Jeep® Brand Celebrates Its 70th Anniversary on the Off-road Trails of Moab, Utah**

June 5, 2011, Auburn Hills, Mich. - In celebration of this milestone and to keep the Jeep® brand momentum alive, the full-line of Jeep 70th Anniversary Edition models – Grand Cherokee, Liberty, Compass, Patriot, Wrangler/Wrangler Unlimited – were presented against the red rock and glistening waters of the Colorado River.

Showcasing the evolution and innovation of the legendary 4x4 leader, seven key historical models illustrated important milestones in the Jeep brand's history – not in a museum, but in the rugged outdoors where they belong:

- 1944 Willys-Overland "Jeep" MB
- 1945 Willys-Overland Jeep CJ-2A
- 1949 Willys-Overland Jeep Station Wagon
- 1963 Jeep Wagoneer
- 1984 Jeep Cherokee
- 1987 Jeep Wrangler
- 1993 Jeep Grand Cherokee

In addition, five customized Jeep vehicles fresh from the 45th annual Moab Easter Jeep Safari provided a taste of new potential Jeep production and customization ideas in a true Jeep setting. The Jeep "image" vehicles included were the Wrangler Pork Chop, Wrangler Renegade, Compass Canyon, Cherokee Overland and the Grand Cherokee Off-Road Edition. More than 30 percent of the people who are in the market for a new vehicle are influenced by the vast selection and availability of aftermarket Mopar® accessories, which fit a variety of lifestyles.

This international media event produced outstanding photography and b-roll that features Jeep brand vehicles with the breathtaking landscape in Moab.

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