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## **Jeep® Introduces New 2012 Wrangler Call of Duty®: MW3 Special Edition**

### **New Special-edition 2012 Wrangler featured in Activision Publishing's most anticipated "Call of Duty®" game as Jeep® Brand and Activisio**

- New 2012 Jeep® Wrangler Call of Duty®: MW3 Special Edition to arrive in Jeep dealerships in November
- 2012 Jeep Wrangler Call of Duty: MW3 Special Edition comes standard with aggressive 32-inch tires, Mopar® exterior accessories, unique interior treatments, and Call of Duty graphics
- All 2012 Jeep Wrangler and Wrangler Unlimited models feature a new 3.6-liter V-6 engine with 285 horsepower that delivers up to 21 miles per gallon on the highway

August 31, 2011, Auburn Hills, Mich. - The Jeep® brand and Activision Publishing, Inc. today announced that Jeep has been named exclusive automotive partner of Call of Duty®: Modern Warfare 3®, the year's most anticipated entertainment launch, which will be released on November 8. This marks a second chapter in a joint promotion that Jeep and Activision began last year.

As part of these efforts, Jeep also announced that it will produce the 2012 Jeep Wrangler Call of Duty: MW3 Special Edition. Available in Jeep showrooms this November, the new limited-edition Jeep Wrangler will be available in both two-door and four-door (Jeep Wrangler Unlimited) models.

"The Jeep brand's partnership with Activision allows us to combine our new, more powerful, more exciting and more fuel-efficient Jeep Wrangler with the latest version of one of the most popular gaming experiences in the world," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "This opportunity enables us to demonstrate Jeep Wrangler's unique combination of fun, capability and performance to a broad and growing group of consumers."

The presence of a Jeep Wrangler in the game is a natural fit, including an in-game integration into the epic single-player storyline of "Call of Duty: Modern Warfare 3," a Spec-Ops level and the title's much anticipated multiplayer experience.

"We are very excited to extend our partnership with Jeep, which not only marries two of the world's most iconic brands – Jeep Wrangler and Call of Duty – but also creates a number of unique consumer touch points," said Tim Ellis, Chief Marketing Officer for Activision. "The Jeep Wrangler perfectly embodies the authenticity and dynamic energy of Call of Duty: Modern Warfare 3, and our teams have worked hard to create an integrated partnership that enhances both brands."

#### **2012 Jeep Wrangler Call of Duty: MW3 Special Edition**

The 2012 Jeep Wrangler and Wrangler Unlimited Call of Duty: MW3 Special Edition is based on the Jeep Wrangler Rubicon model and features Rubicon wheels finished in semi-gloss black. Available in Black or Bright Silver, the exterior features "Call of Duty: MW3 Special Edition" graphics on the front fenders and spare tire cover.

The vehicle also features a unique "power-dome" hood, along with such Mopar® accessories as a winch-ready front bumper, rear bumper, rock rails, taillamp guards and a fuel-filler door. Inspired by the most recent version of Activision's popular "Call of Duty" games, the new limited-edition Wrangler delivers legendary Jeep capability, aggressive 32-inch off-road tires, live axles with locking differentials in the front and rear, and a two-speed transfer case.

Available dealer-installed Mopar performance parts include a Warn winch, 2-inch lift kit and classic five-spoke wheels.

Interior appointments include model-specific black seats with accent stitching and Call of Duty logos, unique gauge cluster graphics, dashboard serialized plaque, dashboard grab handle with logo, accent stitching on arm rest, console lid, and steering wheel, Mopar Slush Mats with logo, and rear cargo mat with logo (Unlimited only).

### **The 2012 Jeep Wrangler**

Jeep Wrangler – the most capable and recognized vehicle in the world – becomes even more capable both on- and off-road for 2012, courtesy of an all-new, more fuel efficient and more powerful 3.6-liter V-6 engine, and a new five-speed automatic transmission – both of which it shares with the award-winning Jeep Grand Cherokee.

Chrysler Group's 3.6-liter Pentastar V-6 engine – winner of the prestigious Ward's 10 Best Engines award – delivers 285 horsepower (209 kW) and 260 (353 N•m) lb.-ft. of torque, while delivering up to 21 miles per gallon highway in the 2012 Jeep Wrangler. The improvement, when compared to the previous 3.8-liter V-6 engine, is 40 percent in horsepower and 10 percent in torque.

Additionally, for refined shifting and greater performance, the Jeep Wrangler migrates from a four-speed to a new five-speed automatic transmission. The 2012 Jeep Wrangler also features the company's first application of a manual transmission to the Pentastar V-6.

Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an interior that delivers rich styling with significantly upgraded touch surfaces, occupant comfort and versatility, and a premium appearance courtesy of a body color hard top for the popular Sahara and Rubicon models.

2012 Jeep Wrangler interior highlights include a recently redesigned instrument panel and storage areas with improved ergonomics and upgraded materials. A lockable console and upgraded door armrest areas boast comfortable touch points, while a redesigned center stack is easier to reach and operate. Heated, power mirrors are available, and drivers and passengers enjoy enhanced visibility courtesy of large rear windows.

### **Jeep Brand**

Built on 70 years of legendary heritage, Jeep is the authentic SUV brand 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 Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. 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.

### **About Activision Publishing, Inc.**

Headquartered in Santa Monica, Calif., Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

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