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The Jeep® Brand Launches Groundbreaking Campaign for the 2012 Wrangler Call of Duty®:

MW3 Special Edition

- Innovative campaign includes broadcast, print, digital, social media and experiential events
- Electroluminescent billboards in Los Angeles, New York and Chicago featuring unique day and night imagery
- New Wrangler tagline debuts: 'The toughest vehicle in the world. Any world.'
- Consumers can enter to win the very first 2012 Jeep® Wrangler Call of Duty®: MW3 Special Edition via the Jeep brand Facebook page (www.facebook.com/Jeep)
- 'Camp Tread' experiential event to be featured at select GameStop locations in New York and Chicago
- New 2012 Jeep Wrangler Call of Duty: MW3 Special Edition to arrive in dealerships this month; comes standard with aggressive 32-inch tires, Mopar® exterior accessories, unique interior treatments, and Call of Duty graphics

November 6, 2011, Auburn Hills, Mich. -

The Jeep® brand is taking consumers on a journey that blurs the lines of reality and the world of "Call of Duty®:

Modern Warfare® 3" in its advertising and marketing campaign for the new 2012 Wrangler Call of Duty®: MW3 Special Edition SUV.

The Jeep brand is launching an innovative campaign that encompasses broadcast, print, digital, social media, experiential events and an out-of-home placement that includes the use of electroluminescent billboards. The brand also is introducing a new tagline for the campaign: "The toughest vehicle in the world. Any world."

"This is more than an advertising campaign, this is a true experience that captures the excitement one feels when playing 'Call of Duty: Modern Warfare 3 and when driving the all-new 2012 Jeep Wrangler Call of Duty: MW3 Special Edition,'" said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "The production team for the TV commercial consisted of award-winning motion picture talent and the set was created with detailed elements taken directly from the game. The creative execution for the print advertisement and the billboards are uniquely designed to immediately catch your attention. Each element created and produced for this campaign mirrors the same look and feel found in the game. We are thrilled that people can now experience this excitement in both the real world and in the gaming world."

This is the second year the Jeep brand has partnered with Activision on the Call of Duty® franchise.

"With its renowned, rugged capability and unique military heritage, the iconic Jeep Wrangler is a natural fit into 'Call of Duty: Modern Warfare 3,'" said Mike Manley, President and CEO – Jeep Brand. "Our partnership with Activision allows us to expose the Jeep Wrangler to new set of consumers through their extremely popular gaming experience and our latest exciting Wrangler advertising campaign."

Television

Leading the campaign is the new broadcast commercial, titled "Any World." The new spot brings to life an epic scene direct from "Call of Duty: Modern Warfare 3." Viewers are brought into the action as it follows the Jeep hero through an intense and action-packed chase sequence derived from the actual video game and also intertwines in-game footage that aligns with the live action. The broadcast

commercial includes one 60-second version, two 30-second versions and a long-form and a behind-the-scenes versions for exclusive viewing on the Jeep brand web site (www.jeep.com). The "Any World" begins to air on national and cable networks starting Monday, Nov. 7.

Electroluminescent Billboards

The Jeep brand will utilize a new technology in billboard advertisement, backlit electroluminescent billboards. Using patented low voltage electro luminescent Light Tape® lamps, consumers will see a "Toughest Vehicle in the World" version of the advertisement by day and a "Toughest Vehicle in the World. Any World." version at night. The billboards will be located in Los Angeles, New York and Chicago, the three largest completely backlit electroluminescent billboards done simultaneously.

Print

The print campaign for the Jeep brand includes traditional print advertisements and introduces a three-dimensional piece that uses a Mylar overlay that merges the "real world" and the world of "Call of Duty: Modern Warfare 3." The print pieces will appear in targeted gaming and lifestyle print publications.

Jeep Ops Sweepstakes

The Jeep brand is giving away the very first 2012 Jeep Wrangler: Call of Duty: MW3 Edition vehicle produced via the "Jeep Ops Sweepstakes." To enter the sweepstakes, "Like" the Jeep Facebook page and complete the online entry form in its entirety and submit the registration. There is a limit of one registration per person, per email address with a valid Facebook account during the Promotion Period. The Grand Prize winner will be selected on Monday, Jan. 9, 2012 in a random drawing.

While on the Jeep Facebook page, fans will be able to play "Jeep Ops," the brand's online video game.

Camp Tread

On Monday, Nov. 7, the Jeep brand will host the "Camp Tread" experience at select GameStop locations during their "Midnight Warfare" launch events. Inside Camp Tread, field lights, ambient game soundtrack and special effects to transform Camp Tread into a military environment. Uniformed soldiers from the "Jeep 285" will actively engage participants in the excitement and provide an overview of the experience and introduce them to the 2012 Jeep Wrangler Call of Duty: Modern Warfare 3 Special Edition.

Camp Tread will be set up at GameStop locations in New York and Chicago from 5:00 p.m. – 12:00 a.m.

GameStop locations include:

- New York - 32 E. 14th Street New York, NY 10003
- Chicago - 6451 W Diversey Ave, Ste G-9 Chicago, IL 60707

The marketing and advertising campaign was directed by the Jeep brand's lead agency, GlobalHue of Southfield, Mich. in conjunction with SapientNitro of Boston for digital marketing efforts.

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).

Available in Jeep showrooms next month, the new limited edition Jeep Wrangler will be available at a U.S. manufacturer's suggested retail price (MSRP) of \$36,495 for the two-door model and \$40,070 for the four-door (Jeep Wrangler Unlimited) model, not including destination.

Jeep Brand

Built on 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 consists of the Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. 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 gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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