

Contact: Trevor Dorchies

Todd Goyer

## **Kelley Blue Book's kbb.com Honors Jeep® Wrangler with Two More Best Resale Value Awards**

- Jeep® Wrangler receives 2012 Best Resale Value Awards: Top 10 and Compact Utility Vehicle
- Second consecutive year Wrangler wins Best Resale Value Award
- All-new powertrain combined with new-for-2011 interior equal completely new Jeep Wrangler experience
- The most capable production off-road vehicle in the world gets better: New 3.6-liter V-6 engine improves fuel efficiency up to 21 miles per gallon, while delivering 40 percent more horsepower

November 15, 2011, Los Angeles - Jeep® Wrangler has been named Best Resale Value in its class by Kelley Blue Book's kbb.com. For the second consecutive year, the new 2012 Jeep Wrangler is also one of the Top 10 cars with Best Resale Value according to Kelley Blue Book.

"Jeep had one of the better year-over-year improvements with a 4.1 percentage point gain in its 60-month residual value for 2012," said Eric Ibara, director of residual value consulting for Kelley Blue Book. "Particularly the Wrangler, among this year's top-10 list, has been a steady performer, consistently racking up high values. For example, the 2007 model has yet to dip below 60 percent of MSRP as a 5-year-old vehicle. Each succeeding model year has managed to maintain that same high level of performance."

Kelley Blue Book's kbb.com Best Resale Value Awards are based on projections from the Kelley Blue Book® Official Residual Value Guide, determined by a skilled staff of automotive analysts. These prestigious awards honor vehicles expected to maintain the greatest proportion of their original list price after five years of ownership. Vehicle's projected resale value is specific to the 2012 model year.

"In the last 18 months, we have completely updated the entire Jeep vehicle lineup, highlighted by the introduction of an all-new Grand Cherokee, as well as a new, more fuel-efficient and powerful Jeep Wrangler" said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "The result has been increased showroom traffic, a 44-percent improvement in sales so far this year, and increased residual values for our vehicles. We are delighted that Kelley Blue Book's kbb.com has recognized the Jeep brand's improvements, and particularly these two awards for the Wrangler."

For more information on the awards, visit Kelley Blue Book's kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

### **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.

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 hardtop for the popular Sahara and Rubicon models.

**About Kelley Blue Book (www.kbb.com)**

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com provides consumer pricing and information on minivans, pickup-trucks, cars, hybrids and SUVs. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

**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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