

Contact: Dianna Gutierrez
Alyse Nagode

Jeep® Brand Launches 'Jeep Arctic Yeti Dig' Sweepstakes

- Grand Prize winner will receive a 2012 Jeep® Wrangler Arctic edition
- Six sweepstake contestants will attend the '2012 Winter X Games 16' held January 26-29 in Aspen, Colo.
- Participants can enter the 'Jeep Arctic Yeti Dig' sweepstakes via the Jeep Brand's Facebook, Twitter or Blog sites

December 19, 2011, Auburn Hills, Mich. - The Jeep® brand would like to send one lucky

person home from the "2012 Winter X Games 16" with a new 2012 Jeep Wrangler Arctic edition. The brand kicked off the "Jeep Arctic Yeti Dig" sweepstakes on the Jeep Facebook page (www.facebook.com/jeep), Twitter (www.twitter.com/Jeep) and blog (<http://blog.jeep.com>) sites. Six sweepstakes participants will be randomly selected to attend the Winter X games and on Friday, Jan. 27, will dig in a giant pile of snow to find the "Jeep Yeti." The first to find it will win an all-new Jeep Wrangler Arctic. The sweepstakes runs through Tuesday, Jan. 3.

"The extreme winter conditions of the arctic are the inspiration behind the new 2012 Jeep Wrangler Arctic edition," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "The new Wrangler Arctic edition features a unique winter-themed exterior and interior design and the 'Jeep Arctic Yeti Dig' at the '2012 Winter X Games 16' is the perfect setting for one of our Jeep fans and followers to win one of these vehicles for their very own."

There are three ways to enter the sweepstakes:

- **Facebook** (www.facebook.com/jeep) – "Like" the brand and visit the sweepstakes page to submit a registration form and play the Jeep Arctic Yeti Dig game to receive entrance to the sweepstakes. Participants can receive up to three entries per day and an opportunity to double their entries by sharing the sweepstakes with their Facebook friends.
- **Twitter** (www.twitter.com/Jeep) – Follow "@Jeep" and, when prompted, tweet back to the brand (include the Jeep handle "@Jeep" and #yetidig). Participants will receive one sweepstakes entry, per a 24-hour time period, for their tweet during the promotion period.
- **Jeep Blog** (<http://blog.jeep.com>) – Visit the Jeep Blog and comment on the post at <http://blog.jeep.com/2011/12/15/arctic-yeti-dig/> (include full name and email) and automatically receive one entry into the sweepstakes.

Two people from Facebook, Twitter and the Jeep blog will be randomly selected to attend the games with a guest and participate in the snow dig for the 2012 Jeep Wrangler Arctic edition.

For more information and complete sweepstakes rules visit, <https://chrysler.ignitesocialmedia.com/fb/jeep/yetidig/yetiRules.html>. The sweepstakes is for U. S. residents only.

2012 Jeep Wrangler Arctic

Based on the Wrangler Sahara model, the Arctic's winter theme is immediately recognizable. Available colors are Winter Chill, Bright Silver and Bright White. Exterior features include a body-color hardtop and fender flares, "Arctic" badges on the front fenders, a "Yeti Footprint" decal over part of the driver's side fender and hood, black hood decal and Mopar® black fuel filler door and taillamp guards.

Jeep Wrangler Arctic also offers an aggressive Wrangler Rubicon tire and wheel package, with unique semi-gloss

black 17-inch wheels shod with 32-inch tires.

Inside, Wrangler Arctic's seats are black Tectonic fabric with Polar White accents and orange accent stitching. Front seats are heated and feature an "Arctic" logo in the seat back. Accent stitching can also be found on the steering wheel, arm rest and console lid. Door trim and nets are accented in orange, and all grab handles and dashboard vent rings are finished in Polar White trim.

Mopar tread pattern slush mats with white "Jeep" lettering complete the Wrangler Arctic package.

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.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>