

Jeep® Brand Launches Online Contest:

'Power by Design' Entrants can Customize and win a 2012 Jeep Wrangler

- Jeep® brand to host online contest that enables consumers to customize and create a USA Basketball-themed 2012 Jeep® Wrangler
- Winner will see their personally customized 2012 Jeep® Wrangler on display in Washington, D.C. at a Jeep - USA Basketball exhibition game
- Grand prize winner will receive a trip to a USA Basketball exhibition game in Washington, D.C. as well as the vehicle they customized

May 30, 2012, Auburn Hills, Mich. - The Jeep® brand kicked-off "Power by Design," an online contest that enables consumers to create and customize their very own 2012 Jeep Wrangler using a variety of USA Basketball design cues.

Participants can visit www.jeep.com/usab to enter and begin to customize the Jeep Wrangler of their dreams for a chance to win the vehicle they customized along with a trip to Washington, D.C., where they will see their vehicle on display and have an opportunity to attend a USA Basketball exhibition game.

"The Jeep brand is excited to offer one lucky winner a trip to attend an amazing event and also a Jeep Wrangler that is truly one-of-a-kind," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Power by Design gives consumers an opportunity to be original, creative and a part the Jeep brand's unique partnership with USA Basketball. This contest is another great way for customers to connect with the Jeep brand as they show us how they would customize their Wrangler."

To enter, participants can configure a USA Basketball-themed Jeep Wrangler and submit one entry online to earn contest admission. Participants will be able to select wheel and tire packages, add decals and color options to their vehicle that they will be able to share with their friends and followers on Facebook and Twitter. "Power by Design" also features "Key to Power," a basketball free-throw shooting game that will enable visitors to unlock additional vehicle features to enhance their customization. The contest launched on May 25 and will run through Wednesday, June 20. A winner will be randomly selected at the end of June.

Last month, the Jeep brand formed a global partnership with USA Basketball to support the men's and women's national teams as the Jeep Wrangler was named the "Official Vehicle of USA Basketball."

To find out more information and view the contest rules visit www.jeep.com/usab.

Jeep Brand

Built on more than 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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