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## **Jeep® Brand at the 2012 Paris Motor Show**

- Jeep® brand reveals Grand Cherokee SRT Limited Edition, the newest limited-edition model of the high-performance Jeep flagship
- Brand showcases Jeep Wrangler Moab, the latest special-edition model of the iconic Wrangler
- European debut of Jeep Compass Overland special series – the most premium version of the Compass ever produced

September 16, 2012, Auburn Hills, Mich. - At this year's Paris Motor Show, the Jeep® brand will showcase to the public three new, special-edition models that will further enhance the Jeep product portfolio in Europe. Making their debuts are limited editions for the flagship Jeep Grand Cherokee, the iconic Jeep Wrangler and the urban compact SUV Jeep Compass.

In the spotlights of the Jeep stand in Paris, the new Jeep Grand Cherokee SRT Limited Edition model is available exclusively in Bright White. This special-edition vehicle is based on the high-performance SRT model of the Jeep Grand Cherokee and boasts a distinctive look with blacked-out details and the powerful 6.4-liter HEMI engine producing 468 horsepower. The new SRT Limited Edition model pays tribute to all those extreme sports-car enthusiasts who want to stand out from the crowd, even on high-adrenaline race tracks.

Beside the new Jeep Grand Cherokee SRT Limited Edition model, the Jeep brand debuts in Paris the new Jeep Wrangler Moab special-edition model. Showcased in the all-new Rock Lobster body color, this new factory-customized Wrangler is inspired by the American region of Moab, Utah, well-known for outdoor activities and off-road adventures. The new Wrangler Moab model adds an aggressive and trendy look to the Jeep 4x4 champion.

Showcased in Paris for its European premiere, the new Jeep Compass Overland special-edition model brings new elegance and premium appointments to the urban compact SUV of the Jeep family. With a rich offering of infotainment features, the new Overland is the most exclusive model in the Compass lineup.

Other vehicles also displayed at this year's Paris Motor Show include the Jeep Grand Cherokee S Limited, the new trim line of the brand's flagship; the Jeep Wrangler Mountain, the special-edition model of the iconic Wrangler launched in Europe last June; and the new limited-edition Jeep Compass Black Edition introduced in the European Jeep lineup in August.

### **Jeep Brand Stand at 2012 Paris Motor Show**

Located inside of Hall 1, the Jeep brand's exhibition area in Paris covers 984 square-meters and is designed to communicate to the visitors the versatility that belongs to Jeep SUVs as well as their ability to express the extraordinary dynamic characteristics of the brand in the most diverse environments: in the city as well as on challenging off-road tracks.

Inside the stand, the curvilinear design of the floor surface reproduces different terrains found in the real world and suggests their peculiarities through the special combination of materials and colors: the resin-treated white pavement conveys the effect of a trail in an icy landscape; the slate-grey material suggests the asphalt of roadways; and the resin-treated pavement with beige coloring creates the effect of sand dunes in the desert.

The backdrops and the columns delimiting the exposition area welcome the visitor in a modern, contemporary metropolis where large LED surfaces covering the columns' facades create the effect of skyscrapers and interact

with the screen placed on the wall in the background. Here, emotional videos will feature the unique personality of each Jeep model.

A dedicated area of the stand will host the merchandising corner where visitors will be able to buy the exclusive accessories and apparel of the Jeep brand lifestyle collection. Lastly, visitors will be introduced to the products of FGA Capital, a finance company specializing in the automotive segment, through illustrative materials and certain dedicated publications handed out at the stand. The company is operative in all major European markets, and in France with FC France, with only one mission: supporting sales of the vehicles of all Fiat Group brands by offering innovative financial products with high added-value services dedicated to the dealership network, private customers and companies.

### **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 Cherokee (Liberty), Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand, all six Jeep models are available in right-hand-drive versions and with petrol and diesel powertrain options. Chrysler Group LLC sells and services Jeep brand vehicles in approximately 120 countries around the world.

\*Jeep brand images of the Grand Cherokee SRT Limited Edition, Wrangler Moab and Compass Overland will be posted to the Chrysler Media Site by September 18.

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