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2015 Jeep® Patriot and 2015 Jeep Wrangler Unlimited Win 5-Year Cost to Own Awards from Kelley Blue Book's KBB.com

- For a third consecutive year, Jeep® Patriot captures lowest 5-Year Cost to Own award in Compact SUV/Crossover segment
- 2015 Jeep Wrangler Unlimited earns lowest 5-Year Cost to Own Award in Mid-size SUV/Crossover category
- Awards honor vehicles with the lowest projected ownership costs for the first five years of ownership

February 13, 2015, Auburn Hills, Mich. - Kelley Blue Book's KBB.com has named the 2015 Jeep® Patriot and the 2015 Jeep Wrangler Unlimited winners of its 5-Year Cost to Own Awards.

For a third consecutive year, Jeep Patriot has been named the winner of the lowest 5-Year Cost to Own award in the Compact SUV/Crossover category, while the Jeep Wrangler Unlimited has earned the lowest 5-Year Cost to Own award in the Mid-size SUV/Crossover segment.

"Winning these two significant awards from Kelley Blue Book is a tremendous honor and significant achievement for the Jeep Brand, and particularly for the 2015 Jeep Patriot and Jeep Wrangler Unlimited," said Mike Manley, President and CEO – Jeep Brand. "The awards reinforce the exceptional value that Jeep vehicles deliver to customers throughout their ownership experience."

The 2015 5-Year Cost to Own Awards honor the new vehicles and brands (luxury and non-luxury) with the lowest projected ownership costs, based on Kelley Blue Book's 5-Year Cost to Own data for new cars for the initial five-year ownership period.

"The Jeep Patriot wins our 5-Year Cost-to-Own Award in its segment year after year because it's an SUV with a careful eye on value," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com. "Not only is it the most affordable Jeep on the market, but it's also one of the least expensive sport/utilities, period."

"Classifying the Wrangler in one category is tough since it can serve many different needs, and there truly is nothing like it," Nerad added. "Wherever you fall, the 2015 Jeep Wrangler Unlimited has something for you without draining the bank account."

When considering its 5-Year Cost to Own awards, Kelley Blue Book's KBB.com takes into consideration depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees for all new models.

2015 Jeep Patriot

The 2015 Jeep Patriot – the best priced SUV in America – offers legendary Jeep capability and style, fuel economy up to 30 mpg highway, more than 30 available safety and security features. At a starting at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$16,695, the 2015 Jeep Patriot delivers significant value for consumers.

The 2015 Patriot is unmistakably a Jeep, designed to appeal to compact-SUV buyers who want traditional Jeep styling with best-in-class off-road capability at an affordable price.

2015 Jeep Wrangler

The iconic Jeep Wrangler – the most capable and recognized vehicle in the world – moves into 2015 with new features, such as a standard eight-speaker audio system and an improved sound bar, and an optional Premium Alpine Audio Package that includes nine Alpine speakers, a new subwoofer and a 552-watt amplifier.

The 2015 Jeep Wrangler delivers unmatched off-road capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience. Wrangler continues to offer a body-on-frame design, front and rear five-link suspension system, live axles, electronic lockers, and is one of the few mid-size SUVs that offers a six-speed manual transmission, in addition to its five-speed automatic transmission – all at a starting U.S. MSRP of \$22,695.

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 automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book[®] Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used 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, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend[®] study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

Jeep Brand

Built on 80 years of legendary heritage, Jeep is the authentic SUV brand that brings capability, craftsmanship and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. The Jeep vehicle range consists of the Cherokee, Compass, Gladiator, Grand Cherokee, new three-row Grand Cherokee L, Grand Cherokee 4xe, Renegade and Wrangler and Wrangler 4xe. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom. All Jeep brand SUVs will offer an electrified variant by 2025.

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