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All-new 2007 Jeep® Compass Conquers New Territory and Attracts New Buyers to the Brand

- Jeep® Compass combines packaging and functionality of a sport-utility vehicle (SUV) with the performance, handling, fuel economy and price of a compact car or small pickup
- Modern Jeep styling appeals to nontraditional Jeep buyers
- Compass spearheads Jeep brand's expansion

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The all-new 2007 Jeep® Compass will hit city streets and two-lane trails just as the compact sport-utility vehicle (SUV) market is poised for tremendous growth in the United States, gas prices continue to fluctuate and consumer interest shifts toward more fuel-efficient vehicles. With Compass, the brand's first front-wheel-drive-based SUV, Jeep is prepared to capitalize on this growing segment by providing the packaging and functionality of an SUV with the performance, handling, fuel economy and price of a compact car or small pickup.

Jeep Compass will compete in the compact SUV segment, which is expected to grow considerably in the next decade, giving the Jeep brand the opportunity to grow with it. Annual compact SUV volume in the United States for the 2005 calendar year was 368,000 units, up from 297,000 units in 2004. The compact SUV segment is expected to almost double to approximately 600,000 units by 2010 and almost triple to more than 814,000 units by 2016.

"The Jeep brand is on a product offensive, and will continue to grow with new offerings like the Jeep Compass that leverage Jeep's legendary 4x4 leadership," said John Plecha, Director – Jeep Marketing and Global Communications. "We're solidifying the Jeep brand's foundation with the bigger, more powerful all-new 2007 Jeep Wrangler—the most capable off-road vehicle in the world—while also stretching the brand to reach new customers with Jeep Compass."

With Jeep Compass, the Jeep brand is targeting single or recently married educated professionals in their early 20s to early 40s, who are independent and family-oriented. These U.S. buyers skew female and earn a median income of \$60,000. Fifty percent are college educated. Upscale, fashionable and refined items fit their lifestyle. They want a sophisticated and modern vehicle that allows them to break from the routine, and Jeep Compass is designed and engineered to exceed their needs.

"Jeep Compass is designed to appeal to youthful customers who may not have previously considered the Jeep brand," Plecha added. "Compass has all the credibility and cachet of the Jeep brand at a very affordable price."

Expanding the Lineup

Jeep Compass is the gateway to the Jeep brand globally, priced below Jeep Wrangler and Liberty. This newest Jeep vehicle on the market is available in Jeep Compass Sport and Jeep Compass Limited models. Both are available in the United States with front-wheel drive and the Freedom Drive I 4x4 system.

At a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,985 (including a \$560 destination charge), the Jeep Compass Sport includes a standard 2.4-liter World Engine coupled with a five-speed manual transaxle (172 horsepower [128 kW] and 165 lb.-ft. [223 N•m] of torque). With the available Freedom Drive I 4x4 system, the U.S. MSRP is \$17,585 (including a \$560 destination charge).

Standard equipment on the Jeep Compass Sport includes side-curtain air bags, Electronic Stability Program (ESP),

Brake Traction Control, anti-lock brakes, flexible fold-flat 60/40 rear seats, UltraFloor™ vinyl load floor, AM/FM CD radio with an auxiliary audio input jack, cloth seats, 12-volt power outlet, manual windows, locks and foldaway mirrors, silver interior bezels and door armrests, tilt steering wheel, dome and cargo lights, outdoor temperature gauge and a center console sliding armrest that moves forward 3 inches to accommodate shorter drivers (the armrest lid features a unique flip pocket for storing a cell phone or an MP3 player). Additional exterior standard features include fog lamps, body-color grille and fascias, black door handles, accent-color liftgate appliqué and 17-inch aluminum wheels and touring tires.

Optional features on Jeep Compass Sport include a second-generation Continuously Variable Transaxle (CVT2), sunroof, AM/FM radio with six-disc CD player and MP3 CD play capability, SIRIUS Satellite Radio, reclining rear seats, fold-flat passenger seat, passenger-assist handles, manual driver's seat height adjuster, air conditioning, deep-tinted glass, nine-speaker Boston Acoustics Premium Sound Group (which features two flip-down speakers packaged in the liftgate), Power Equipment Group (which includes driver one-touch power windows, power locks, Remote Keyless Entry with illuminated entry and power mirrors), Security and Cargo Convenience Group (which includes alarm, tonneau cover and daytime running lamps), Trailer Tow Prep Package (which includes engine oil cooler and trailer tow wiring harness), Driver Convenience Group (which includes Tire Pressure Monitoring system, electrochromic mirror, compass/temperature gauge, Universal Garage Door Opener and Electronic Vehicle Information Center).

An option package available on Jeep Compass Sport adds power-adjustable mirrors, driver one-touch power windows, speed-sensitive power locks, Remote Keyless Entry, air conditioning, 115-volt auxiliary power outlet, floor mats, map/dome reading lamps, an interior removable/rechargeable cargo lamp, reclining rear seats, driver seat height adjuster, front-passenger forward fold-flat seat, passenger-assist handles and deep-tint sunscreen glass.

The Jeep Compass Limited is available in front-wheel drive at a starting U.S. MSRP of \$20,140 (including a \$560 destination charge) and with the Freedom Drive I four-wheel-drive system with a U.S. MSRP of \$21,740 (including a \$560 destination charge).

In addition to the standard features on the Jeep Compass Sport model equipped with the special option package, the Limited model features leather-trimmed bucket seats, leather-wrapped steering wheel with audio controls, floor mats, speed control, heated seats, 18-inch aluminum wheels and all-season performance tires, bright front and rear fascia overlays, bright side moldings and driver lumbar support.

Available options on the Jeep Compass Limited beyond those available on the Jeep Compass Sport include AutoStick® (which comes standard with the CVT2), navigation system, UConnect™ Hands-Free Communication System and 18-inch aluminum chrome-clad wheels.

Full model details, specifications and pricing for markets outside the United States will be released ahead of the vehicle's launch in each respective market.

U.S. Compact SUV Segment Sales Growth

With a base U.S. MSRP of \$15,985 (including a \$560 destination charge) Jeep Compass' excellent fuel economy, cool innovations and long list of standard safety features (side-curtain air bags, Electronic Stability Program, Brake Traction Control, Electronic Roll Mitigation, ABS) will appeal to buyers in the fast-growing compact SUV segment. This segment is expected to more than double in volume by 2016*.

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