

***Four Wheeler* Magazine Editors Name Jeep® Wrangler Rubicon Best 4x4 Vehicle of the Decade - Four-door Jeep Wrangler Unlimited Rubicon Hailed as Most Significant 4x4**

- *Four Wheeler* editors refer to creation of four-door Wrangler as "...one of smartest product moves any automotive company has ever made"
- Jeep Wrangler Unlimited remains the only four-door convertible on the market
- Four-door icon delivers class-leading off-road capability, everyday practicality and open-air fun
- Recognition comes on the heels of Jeep brand being named Top Domestic Brand in Kelley Blue Book's kbb.com® 2010 Residual Value Study
- Nearly 60 percent of Wrangler sales are four-door Wrangler Unlimited model

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Four Wheeler magazine editors have named the Jeep® Wrangler Rubicon and Wrangler Unlimited Rubicon the Best 4x4 Vehicle of the Decade, while calling out the four-door Wrangler Unlimited Rubicon as the decade's most significant 4x4 vehicle.

"Jeep vehicles have earned many awards in the almost 70-year history of the iconic brand, but few have been as prestigious as these accolades from the editors at *Four Wheeler* magazine," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Jeep Wrangler Rubicon is clearly the most capable production vehicle on the planet, and in four-door Unlimited form, families can enjoy the combination of capability, freedom, space and comfort that only Jeep can provide."

In recognizing the 2007-present Jeep Wrangler and Wrangler Unlimited Rubicon as the Best 4x4 of the Decade, *Four Wheeler* magazine editor Doug McColloch said, "The JK (current version) Wrangler represented a big step up in on-road ride and handling for Jeep's flagship ride, yet it's off-road capability wasn't compromised in the least. If anything, it was only enhanced. Considering how competent in the dirt the previous-gen(eration) TJ was, that was no small feat for Chrysler engineers to pull off. But somehow they managed to do it, creating the decade's best four-wheel drive in the process."

In calling the 2007-present Jeep Wrangler Unlimited Rubicon the Most Significant SUV of the Decade, editor Sean Holman said, " (The decision to produce a four-door Wrangler) will probably go down in history as one of the smartest product moves any automotive company has ever made. From a Jeep customer perspective, the four-door was pure genius, opening up the sport of 'Jeeping' to families. No longer would you have to choose your kids or your gear. It also made the Jeep brand accessible to people who have always loved the idea of a Wrangler, but never thought the vehicles were large enough or functional enough to fit their lifestyle and/or needs."

The full reports from the *Four Wheeler* editors can be viewed at www.fourwheeler.com, or at <http://blogs.fourwheeler.com/6618471/editorials/the-decades-10-best-4x4s/index.html> and <http://blogs.fourwheeler.com/6592333/miscellaneous/we-pick-the-most-influential-4x4s-of-the-2000s/index.html>.

The four-door Wrangler Unlimited model accounts for 59 percent of Wrangler sales.

Jeep Brand Boasts Highest Resale Value Among All Domestic Brands

Recognition from the editors at *Four Wheeler* magazine comes on the heels of Jeep being named the top domestic brand in Kelley Blue Book's kbb.com® 2010 Residual Value Study.

According to the study, the Jeep brand boasts the highest resale value among all domestic brands and its vehicles

will maintain 35.7 percent of their original value after five years of ownership – more than 3 percent above the industry average.

The Jeep brand resale value improves for 2010 as the industry average declines.

“This achievement is a testament to the strength and heritage of the Jeep brand,” said James Bell, Executive Market Analyst – Kelley Blue Book. “The word ‘Jeep’ has long stood for strength, portraying the vision of what a Jeep is, and what it can do. The Wrangler has, and continues to be the backbone of this marque, drawing a strong and loyal following, helping to maintain its value.”

“We are pleased that the Jeep brand has been recognized by Kelley Blue Book for earning the highest resale value among domestic brands, and that Jeep has improved significantly in a difficult year that has seen the industry decline,” said Manley. “The Jeep brand’s high resale value is a testament to a legendary, iconic brand that provides consumers an array of SUVs that deliver a unique blend of freedom and adventure, capability, best-in-class claims and value.”

For more information about Kelley Blue Book’s residual value analysis, please visit www.kbb.com/media.

About Jeep Wrangler and Jeep Wrangler Unlimited

The two-door Jeep Wrangler remains true to its heritage as the original, extreme fun-and-freedom machine and is the only 4x4 with multiple open-air options.

Jeep Wrangler Unlimited is the only four-door open-air SUV on the market with room for five adult passengers and is extremely popular with customers who want a Jeep Wrangler, but need additional space and versatility.

Standard on both models is the innovative Sunrider® soft top, which includes a sun roof in addition to the full top-down option. Wrangler’s available Freedom Top,® a three-piece modular hard top, features three panels – left and right front-passenger panels and a rear panel – providing more options for open-air driving. Either top may be completely removed for a complete open-air experience.

About the Jeep brand

Built on nearly 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.

To meet consumer demand around the world, all seven 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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