

Contact: Todd Goyer
Dianna Gutierrez

Three Consumers Solve Online Clues and Win All-new 2010 Jeep® Wrangler Islander in Jeep National Tiki Hunt Contest

- Unique Jeep® contest results in nearly a half million page visits to JeepTikiHunt.com
- Nearly 10 million people viewed or shared contest information on Facebook
- Jeep Twitter followers grew 275 percent and the Jeep brand's Facebook friends increased by 32,000 to nearly a half million during two-month contest
- A limited number of Jeep Wrangler Islander models are still available at all Jeep showrooms nationwide
- Jeep Wrangler Islander winners include Justin Walter Reade-Chitaphana of Los Angeles, Melissa Block of Virginia Beach, Va., and Scott Carman of Golden, Colo.

May 5, 2010, Auburn Hills, Mich. -

In a unique online contest, the Jeep® brand buried three "Jeep Tikis" across the U.S. as part of the national "Jeep Tiki Hunt" contest, which began April 1. Within the past week, all three Jeep Tikis were found, bringing the contest to a close with three people winning a limited-edition 2010 Jeep Wrangler Islander.

Each week since the contest began, clues were unveiled to consumers on JeepTikiHunt.com and posted to the Jeep brand's Facebook site and Twitter handle. Each Jeep Tiki was equipped with a GPS tracking device and contained a unique telephone number affixed directly to it.

The Jeep Wrangler Islander Tiki Hunt was the second phase of a broader consumer contest launched in conjunction with the introduction of the all-new 2010 Jeep Wrangler Islander. Previously, Jeep hosted the "Jeep Tweet-to-Win" contest on the brand's Twitter page, where five lucky winners were awarded with trips to the 2010 New York International Auto Show to compete to win an all-new 2010 Jeep Wrangler Islander. The five winners dug in a giant sandbox outside the show, with one finding a Jeep Tiki and winning the first Jeep Wrangler Islander model.

"Since we introduced the all-new 2010 Jeep Wrangler Islander, we have had the pleasure of giving away four vehicles to four Jeep fans through our social media contests, 'Tweet-to-Win' and 'Jeep Tiki Hunt,'" said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "This unique experience has given us the opportunity to connect and communicate directly with Jeep consumers on several levels, while igniting passion for the Jeep brand, the Jeep Wrangler and the all-new Islander.

"While four lucky consumers have won an all-new Jeep Wrangler Islander, anyone can go to their Jeep dealer to purchase one, while they last," Manley added.

A limited number of 2010 Jeep Wrangler Islander models are still available in Jeep showrooms nationwide.

Throughout the contest period, nearly 10 million people viewed or shared contest information on the Jeep Facebook page. In addition, the Jeep brand received nearly a half million page views on the JeepTikiHunt.com web site, while recognizing a 275 percent increase in its Twitter followers and an increase of 32,000 Facebook friends.

Justin Walter Reade-Chitaphana, from Los Angeles, was the first contestant to find a Jeep Tiki, which was hidden in a flower pot on Venice Beach. Melissa Block, from Virginia Beach, Va., was the second winner, uncovering a Jeep Tiki at The Crystal Gardens at Navy Pier in Chicago. The third and final winner was Scott Carman of Golden, Colo., who discovered a Jeep Tiki attached to the wheel of Buffalo Bill's horse and buggy at the Buffalo Bill Museum & Grave in Golden, Colo.

About the Jeep Wrangler Islander

After more than 20 years, the unique Islander theme returns to the Jeep brand. The limited-edition Jeep Wrangler Islander is available on Wrangler and Wrangler Unlimited 4x4 models. Based on the Wrangler Sport model, the Islander's unique beach theme conveys open-air fun at first and every glance.

Jeep Wrangler Islander is featured in Surf Blue Pearl Coat, and is also available in Stone White Clear Coat, Bright Silver Metallic Clear Coat and Brilliant Black Crystal Clear Coat.

Other exterior features include an Islander "Jeep Tiki" decal on the hood with latitude and longitude coordinates that represent an actual location relating to the "Islander" theme of the vehicle, black side steps and popular Moab 17-inch wheels and 32-inch tires.

Inside, Islander's seats are Dark Gray with Surf Blue inserts, blue stitching and an embroidered Islander "Jeep Tiki" logo adorning the seat back. Blue stitching also has been added to the leather-wrapped steering wheel, with Mopar® rubber floor mats completing the beach theme.

The Jeep Wrangler Islander option package is available in Jeep showrooms at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$1,120.

About Jeep

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.

The Jeep vehicle lineup includes Commander, Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. 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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