

Jeep® Brand Advertising Campaign Comes to Life as Chrysler Group LLC Headquarter's Building is Wrapped With Tagline and the All-new 2011 Jeep Grand Cherokee

June 20, 2010, Auburn Hills, Mich. -

When the Jeep® Brand revealed their new advertising spot and tagline for the all-new 2011 Jeep Grand Cherokee, reflecting the return of American craftsmanship, quality and personal pride, it resonated throughout the company as it represented a new way of thinking and operating. In fact, the new advertising spot made such an impact with consumers on the company's social media sites and blogs, the Jeep brand now proudly displays it along with a huge image of the Jeep Grand Cherokee on the front of the Chrysler Group Headquarters.

"The Jeep Brand and the entire company are very proud of the all-new 2011 Jeep Grand Cherokee," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "This building wrap represents the long-hours, determination and commitment given by our employees to make the 2011 Jeep Grand Cherokee a world-class vehicle. 'The things we make, make us,' is our way of stating that American craftsmanship, quality and personal pride exists."

The building wrap is part of an overall marketing campaign for the 2011 Jeep Grand Cherokee that is scheduled to arrive in dealerships later this month. The wrap will be seen by approximately 200,000 drivers and passengers along Interstate-75 in Auburn Hills, Mich., each day.

Building Wrap Facts

- The Jeep Grand Cherokee is approximately 103 feet long and 52 feet tall
- The iconic seven-slot grille is 25 feet wide and 9 feet tall
- Headlamps are 18 feet wide and 5 feet tall
- Side mirror is 12 feet wide and 6 feet tall
- Door handles are 7 feet wide and 3 feet tall
- Tow hook is 5 feet round
- Tires are 29 feet wide and 29 feet tall
- The building wrap covers 11 floors of the 15-floor Headquarter's tower
- It took three days to place the wrap on the tower

The All-new 2011 Jeep Grand Cherokee

Nearly two decades ago, Jeep invented the premium sport-utility vehicle segment with the introduction of the Jeep Grand Cherokee. More than four million sales later, Jeep delivers an all-new Grand Cherokee that balances legendary Jeep capability with improved, sophisticated on-road dynamics that deliver a premium driving experience.

Capability highlights include a choice of three 4x4 systems, new Jeep Quadra-Lift™ Air Suspension and Selec-Terrain systems, and towing capability of 7,400 lbs. On-road dynamics are improved courtesy of new independent front and rear suspension systems and a new body structure that dramatically increases torsional stiffness for reduced Noise, Vibration and Harshness (NVH) levels.

The design of the all-new Jeep Grand Cherokee boasts an all-new sculpted body and athletic profile that define a sleek exterior and aerodynamic finesse. CommandView® - a new dual-pane panoramic sun roof - extends from the windshield to the rear of the vehicle. A world-class interior design is highlighted by premium soft-touch interior materials for all models. The interior provides consumers with more than four inches of increased rear-seat knee and leg room, and 17 percent more cargo volume.

Chrysler Group's all-new 290-horsepower 3.6-liter Pentastar V-6 engine boasts an 11 percent improvement in fuel economy for the Jeep Grand Cherokee, delivering up to 23 mpg and over 500 miles on one tank of gas. The all-new

flexible-fuel engine is standard on the Grand Cherokee, and features Variable-valve Timing (VVT), double overhead camshafts and a high-pressure die-cast aluminum cylinder block in a 60-degree configuration.

More than 45 safety and security features are available in the all-new 2011 Jeep Grand Cherokee, including standard Active Head Restraints, full-length side-curtain and seat-mounted side thorax air bags, Electronic Stability Control, Electronic Roll Mitigation, Hill-start Assist, and Trailer-sway Control. A Blind-spot/Rear Cross-path detection system and Adaptive Cruise Control with Forward Collision Warning are available.

Numerous advanced technology features are offered, including live mobile TV (FLO TV), SIRIUS Backseat TV and UConnect™ Web, which transforms the vehicle into a "hot spot" to deliver the Internet directly to the vehicle.

The all-new 2011 Jeep Grand Cherokee will be available in 3 models: Laredo, Limited and Overland. 2011 Jeep Grand Cherokee Laredo 4x2 pricing starts at \$30,995 - \$495 lower than the outgoing model. Laredo 4x4 pricing starts at \$32,995 - \$465 lower than the outgoing model.

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.

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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