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## **Jeep® Brand Debuts New Advertising for the 2011 Jeep Compass**

- 'Bloodline' links the Jeep brand's legendary heritage to the new 2011 Jeep® Compass
- New advertising celebrates individuality and the path to a modern American dream
- 2011 Jeep Compass reflects a free-spirited, confident and fun driving experience for its target market

February 27, 2011, Auburn Hills, Mich. - The new 2011 Jeep® Compass is an evolution of a legendary bloodline. It was born, heart and soul, from the core Jeep brand values of freedom, adventure, 4X4 capability and iconic beauty.

Even with such a deep-rooted family tree, the Jeep Compass has emerged as a bold spirit capable of carving out its own destiny and taking on a personality that is youthful, free and embodies a brave American spirit. It is that confidence, independence and freedom that are captured in the new advertising campaign called, "Bloodline." The new advertising campaign makes its debut this evening on local and national broadcast channels across the country.

"The new 2011 Jeep Compass boasts stunning new styling, with cues coming directly from the brand's premium icon - the Jeep Grand Cherokee," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "Because Compass and Grand Cherokee share this premium design - while offering legendary Jeep capability - our new 'Bloodline' campaign makes perfect sense, and allows us to demonstrate that Compass is a progressive, fun-to-drive vehicle targeted to consumers that share the passion of the Jeep brand."

"Bloodline" showcases the Jeep Compass as it masters both urban and off-road adventures - staying true to the brand's legendary heritage. The campaign also features the illustrious bloodlines of father-daughter athletes, Muhammad and Laila Ali and father-son actors, James and Scott Caan, all of whom have ascended to greatness in their own right.

For 2011, the Jeep Compass offers customers unsurpassed compact-SUV 4x4 capability, courtesy of the Jeep Freedom Drive II® Off-Road package. This available four-wheel-drive system delivers Jeep Trail Rated® capability for the first time in Compass form. The package includes a second-generation continuously variable transaxle with low-range gear that engages when the off-road mode is activated, 17-inch all-terrain tires and aluminum wheels, a one-inch raised ride height, a full-size spare tire, skid plates and tow hooks.

In addition to sophisticated new styling and unsurpassed compact-SUV 4x4 capability, the new 2011 Jeep Compass boasts up to 29 miles per gallon, a host of interior refinements, and improved ride and handling characteristics in all conditions - courtesy of upgraded steering and suspension systems. The new Jeep Compass offers a unique blend of premium styling, capability, efficiency and value that is unmatched in the compact SUV segment.

Delivering the packaging and interior flexibility of an SUV with the performance, handling, fuel economy and price of a compact car, the new 2011 Jeep Compass also boasts more than 30 standard safety and security features.

The 2011 Jeep Compass is available in three configurations: Compass Sport, Latitude and Limited. All are available with front-wheel drive, the Freedom Drive I full-time, active 4x4 system or the Freedom Drive II Off-Road Package full-time, active 4x4 system with low-range capability.

The 2011 Jeep Compass is available in the following exterior colors: Blackberry Pearl Coat, Bright Silver Metallic Clear Coat, Bright White Clear Coat, Brilliant Black Crystal Clear Coat, Deep Cherry Red Crystal Clear Coat and Mineral Gray Pearl Coat.

**About Jeep Brand**

Built on 70 years of legendary heritage, Jeep is the authentic SUV brand 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 consists of the Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six 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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