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Jeep® Compass Kicks off Summer as Exclusive Automotive Sponsor of the Dave Matthews Band Caravan

- 'Jeep ® Journey to Stardom' road tour experience set up for festival attendees
- Follow the brand's participation via Facebook, Twitter and the Jeep brand blog

June 23, 2011, Auburn Hills, Mich. - The Jeep® brand announced today that the 2011 Jeep Compass will be the exclusive automotive sponsor for the Dave Matthews Band Caravan, which begins its four-city tour in Atlantic City, N.J., Friday, June 24 – Sunday, June 26. The Dave Matthews Band Caravan is a three-day event featuring the Dave Matthews Band as well as an array of diverse musical talent performing on multiple stages. Attendees will have an opportunity to participate in the "Jeep Journey to Stardom" road tour experience featuring the Jeep Compass. Along with its sponsorship of the Dave Matthews Band Caravan, the Jeep brand will partner with emerging artists as they begin to embark on their journey in the music industry.

"By tapping into music partnerships such as the Dave Matthews Band Caravan and emerging artists enables us to introduce the Jeep brand and its product portfolio to a new audience," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "This sponsorship is a unique way to facilitate a widespread conversation and expose consumers to the 2011 Jeep Compass."

Jeep Journey to Stardom
The "Jeep Journey to Stardom" is a custom test-drive experience designed exclusively for the Dave Matthews Band Caravan Festival. Set up at each of the four cities, attendees will experience the steps to becoming a star, including:

- **Jeep Wall Of Fame** – Start the journey by getting inspired from the "Wall of Fame" where they will view the timelines of the Jeep brand's rich history and lyrics from the brand's emerging artists posted throughout the area. Attendees will be able to tag their own messages of what inspires them, thereby inspiring future artists.
- **Jeep Recording Studio & Jeep Track Bar** – Attendees can record a song in a custom Jeep recording studio, experience getting signed to recording contract and go on tour with a personal tour manager.
- **Jeep Journey to Stardom "Road" Tour** – Test-drive the on-road and off-road course with the 2011 Jeep Compass, highlighting the vehicle's capabilities over obstacles representing the four major stops on the Caravan Festival Tour – Atlantic City, Chicago, New York City and George, Wash.
- **Jeep Rock Star Lounge** – After the tour ends, head to the Rock Star Lounge area where attendees will have an opportunity to receive Jeep-brand merchandise and festival-related prizes such as VIP passes and festival posters signed by the Dave Matthews Band.

For those who cannot make it to the Dave Matthews Band Caravan Festival, the Jeep brand will post live updates on the Jeep brand's Facebook page (www.facebook.com/jeep) and the Jeep brand Twitter handle (@Jeep), including opportunities to win a Dave Mathews Band Caravan Festival prize pack.

Dave Matthews Band Caravan Dates
June 24 – 26: Bader Field – Atlantic City, N. J.
July 8 – 10: Lakeside – Chicago
Aug. 26 – 28: Governor's Island – New York City
Sept. 2 – 4: The Gorge – George, Wash.

To find out more information about the Dave Matthews Band Caravan or to purchase tickets visit - www.dmbcaravan.com.

Compass Emerging Artists Program
This summer, the Jeep brand also will launch exclusive partnerships with emerging artists across various genres of the music industry. Each artist will take a 2011 Jeep Compass on tour as they travel across the country to their various destinations, posting live tweets and updates along the way.

Artists include rockers Alberta Cross (www.AlbertaCross.net), hip-hop artist Elzhi (www.elzhi.com) and rapper MGK (www.mgklaceup.com).

About 2011 Jeep Compass
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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