

Contact: Kristin Starnes  
Kathy Graham

## **All-new Jeep® Compass Grows Brand in a New Direction**

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The Jeep® brand is expanding into new territory with the all-new 2007 Jeep Compass — an all-new Jeep vehicle that delivers fun, freedom, utility, excellent fuel efficiency (30 mpg) and Jeep 4x4 capability at a terrific value. With Compass' starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,985 (including a \$560 destination charge), Jeep continues to grow by offering a modern-styled sport-utility vehicle (SUV) designed to reach consumers who may not have previously considered the brand.

Jeep Compass will compete in the compact SUV segment, which is expected to grow considerably in the next decade, giving the Jeep brand the opportunity to grow with it. Annual compact SUV volume in the United States was 368,000 in 2005, up from 297,000 units in 2004. The compact SUV segment is expected to almost double to 568,000 units by 2010 and almost triple to 814,000 units by 2016.

Compact and nimble, Jeep Compass brings a new sense of adventure to the compact SUV market, combining the packaging and functionality of an SUV with the performance, handling, fuel economy and price of a compact car or small pickup. Compass is the Jeep brand's first front-wheel-drive-based product with a fully independent suspension for comfortable on-road ride and handling and fun-to-drive characteristics. The two-wheel-drive model equipped with the 2.4-liter World Engine and five-speed manual transaxle achieves 30 miles per gallon on the highway.

In addition to its standard front-wheel-drive configuration, Jeep Compass also has an available full-time, active four-wheel-drive system with lock mode called Freedom Drive I™. This four-wheel-drive system features a lockable center coupling, giving Jeep Compass drivers the ability to handle rough weather conditions and low-traction surfaces.

Side-curtain air bags, Brake Traction Control, driver-controlled three-mode Electronic Stability Program (ESP), Brake Assist, Electronic Roll Mitigation and anti-lock brakes (ABS) with rough-road detection are all standard on the 2007 Jeep Compass.

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