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Price Lowered and More Standard Content Added to the All-new 2008 Jeep® Liberty

All-new Jeep classic exterior styling, functional interior space, refined ride and handling for under $21,000 - and with legendary Jeep 4x4 capability for under $23,000

- Industry exclusive Sky Slider™ full-length, open canvas roof
- Most advanced four-wheel drive system available in segment with Jeep Trail Rated® Selec Trac® II full-time four-wheel-drive system
- Jeep® Liberty Limited offers the most combined comfort and convenience features available in segment
- More standard features including side curtain air bags, body color fascia and wheel flares, and aluminum wheels

July 18, 2007, Auburn Hills, Mich. -

The Chrysler Group today announced pricing for the all-new 2008 Jeep® Liberty. Completely redesigned from the ground up, the mid-size SUV features classic Jeep exterior styling paired with a functional interior, increased cargo length and rear seat legroom, and the industry-exclusive Sky Slider™ full-length, open-canvas roof.

The base manufacturer's suggested retail price (MSRP) for the all-new Jeep Liberty is $20,990, including $660 destination. Two models are available: Jeep Liberty Sport and Jeep Liberty Limited. The Jeep Liberty will begin to arrive in dealerships later this summer.

"The 2008 Jeep Liberty offers more value than ever before starting at under $21,000 for 4x2 models and under $23, 000 for 4x4 models," said John Plecha, Director – Jeep Brand Marketing and Global Communications, Chrysler Group. "We've reduced the MSRP by an average of $1,000 and added approximately $1,400 in features and content to both models. And, the Jeep Liberty Limited sets the bar high with the most combined comfort and convenience features available in its segment."

Standard on both models is a 3.7-liter SOHC V-6 engine that generates 210 horsepower (157 kW) at 5,200 rpm and 235 lb.-ft. (319 N•m) of torque at 4,000 rpm. On-road ride and handling is improved with the addition of a new independent front and new five-link rear suspension systems. Staying true to legendary Jeep heritage, the Liberty offers two four-wheel-drive systems to meet customer needs, including Selec-Trac® II -- the most advanced four-wheel-drive system available in its segment.

MyGIG™ Multimedia Infotainment System, remote start, memory seats, mirrors and radio controls, and express up/down windows are added to the vehicle's list of available features and options. Making its world debut is the new Sky Slider™ full-length, open-canvas roof, an industry exclusive; giving the Liberty that "Have Fun Out There" open-air Jeep experience.

The 2008 Jeep Liberty has a full range of active and passive safety systems. Among the vehicle's standard equipment are side-curtain air bags, Electronic Stability Program, Electronic Roll Mitigation, all-speed Traction Control, Brake Assist, advanced anti-lock brakes and tire pressure monitoring. Available options include rain-sensing wipers and ParkSense Rear Park Assist System.

2008 Jeep Liberty Sport
MSRP for the Jeep Liberty Sport 4x2 is $20,990 and $22,600 for 4x4 models (including $660 destination). The Jeep Liberty Sport 4x2 has been reduced by $1,270 and has added $800 more content. The Jeep Liberty Sport 4x4 has

been reduced by $1,170 and has added $900 more content.

The Jeep Liberty Sport comes standard with a proven and durable 3.7-liter SOHC V-6 engine (210-hp/235 lb.-ft. torque) that is mated to a six-speed manual transmission.

Standard on the Jeep Liberty Sport 4x4 is the Command-Trac® four-wheel-drive system. The part-time, shift-on-the-fly, fully electronic system provides peace of mind with available four-wheel-drive capability delivered through a two-speed transfer case for use on slippery or loose surfaces such as snow, mud or sand.

Standard features include side curtain air bags; body color fascias and wheel flares; cloth, low-back bucket seats; 16-inch aluminum wheels; P225/75R16 all-season black side wall (BSW) tires; tire pressure monitor; reversible cargo floor; fold-flat, reclining second row seats and AM/FM stereo with compact disc player and four speakers.

2008 Jeep Liberty Limited
MSRP for the Jeep Liberty Limited 4x2 is $25,175 and $26,785 for 4x4 models (including $660 destination). The Jeep Liberty Limited 4x2 has been reduced by $720 and has added 2,000 more content. The Jeep Liberty Limited 4x4 has been reduced by $620 and has added $2,100 more content.

Standard features include Command-Trac® part-time four-wheel-drive system (4x4); YES Essentials seat fabric; fold-flat passenger seat; power front driver seat; Infinity premium audio speakers (eight) and a subwoofer; four-speed automatic transmission; 17-inch aluminum wheels;
P235/65R17 all-season BSW tires; security alarm; speed control; universal garage door opener; tire pressure monitoring system with display; SIRIUS Satellite Radio; electronic vehicle information center; auto-dimming rearview mirror; auto up-down driver window; auto down passenger window; power heated folding-exterior mirrors, full-size spare tire and 115V power outlet.

Available on the Jeep Liberty Limited 4x4 is the all-new Selec-Trac® II full-time, active on-demand system that anticipates and prevents wheel slip before it occurs. The system is ideal for a range of road settings including dry pavement conditions not typically suited for conventional part-time four-wheel-drive systems typically seen on competitors.

Industry-Exclusive Sky Slider™ Full-length, Open Canvas Roof
The all-new 2008 Jeep Liberty brings the “Have Fun Out There” open-air Jeep experience with the industry-exclusive Sky Slider full-length, open-canvas roof.

With an MSRP of $1,200, the Sky Slider roof is versatile and can be moved to several positions, including full forward, full rear or partially open to any position in-between with a convenient express one-touch switch.

The Sky Slider roof is made of a reinforced-acrylic cloth, similar to a convertible top, that is weather resistant and leak proof. The top panel nests into a weather strip seal to help minimize wind noise. The roof uses anti-pinch software that prevents the roof from moving should it detect an object in its path. The Sky Slider roof was designed and tested for safety to meet all regulatory and Chrysler Group requirements.

The Sky Slider roof is an optional feature on both the Jeep Liberty Sport and the Jeep Liberty Limited.

The Jeep Liberty is built at the Chrysler Group’s Toledo North Assembly Plant in Toledo, Ohio, alongside the Dodge Nitro.

Jeep Brand
The Jeep brand has expanded to seven nameplates in the 2007 model year, the most available to retail consumers at one time in the brand’s 66-year history.

At the start of 2004, the brand’s trio of tough, capable, rugged SUVs included the venerable Jeep Grand Cherokee, Jeep Liberty (Cherokee outside North America) and the icon of the brand, the Jeep Wrangler. In 2005, the Jeep Commander was introduced. In 2006, the redesigned Jeep Wrangler was unveiled. Also debuting in calendar year 2006 were three more all-new Jeep vehicles: Jeep Patriot, Jeep Compass and the four-door Jeep Wrangler Unlimited.

With the introduction of the all-new 2008 Jeep Liberty mid-size sport-utility vehicle (SUV), Jeep offers customers the freshest, most capable and widest range of sport-utility vehicles under one brand in the industry.

2008 Jeep Liberty Pricing

- Jeep Liberty Sport 4x2 $20,990 (including $660 destination)
- Jeep Liberty Sport 4x4 $22,600 (including $660 destination)
- Jeep Liberty Limited 4x2 $25,175 (including $660 destination)
- Jeep Liberty Limited 4x4 $26,785 (including $660 destination)

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