

## **AutoPacific Survey Reveals Jeep® Liberty and Dodge Challenger Owners are Driving Their Ideal Vehicle**

- Owners say their vehicle is "perfect just the way it is"
- Jeep Liberty earns top honors in the Mid-Size Sport-Utility Vehicle category for the second year in a row
- Dodge Challenger wins Sporty Car segment

June 28, 2009, Auburn Hills, Mich. -

Two Chrysler Group LLC vehicles are on AutoPacific's 2009 Ideal Vehicle list. According to the survey released today, owners of the Jeep® Liberty and Dodge Challenger say they are driving a vehicle that meets, or even exceeds, their expectations, meaning those vehicles are perfect just the way they are.

"We are very pleased that the Jeep Liberty and Dodge Challenger have won high praise from their owners. In fact, this is the second year in a row the Jeep Liberty has earned this honor," said Doug Betts, Senior Vice President - Quality, Chrysler Group LLC. "This study is confirmation that we understand the needs of our customers, and are designing and building vehicles that they are proud to own. Because of their positive experience, these consumers become promoters for our brands and in this difficult market, their endorsement is priceless."

According to the survey criteria, an Ideal Vehicle is one that meets owner's expectations for the product when they acquired it. AutoPacific asked owners to indicate their desire to change their vehicle in 15 different categories ranging from power and acceleration to safety features and storage after having owned and driven their vehicle for 90 days. The buyers who are happy with their vehicle just the way it is, the ones least likely to desire change, are driving their "ideal" vehicle.

The Jeep Liberty earned top honors in the Mid-Size Sport-Utility Vehicle category for the second year in a row. It was also recognized as the top rated vehicle in AutoPacific's 2009 Vehicle Satisfaction Award research last month. The Jeep Liberty has remained a leader in the mid-size SUV market since its introduction in 2002. All-new from the ground up for the 2008 model year, the Jeep Liberty continues to offer legendary Trail Rated® Jeep 4x4 capability combined with a new level of on-road refinement and innovative features.

The Dodge Challenger was the top vehicle in the Sporty Car segment. The Challenger returned in 2009, nearly 40 years after the debut of the original, merging the best American muscle-car characteristics - unmistakable design, world-class handling, powerful engines and cutting-edge technology - to delight driving enthusiasts across several generations.

AutoPacific, an automotive marketing research and product-consulting firm which has provided automotive analysis to carmakers since 1986, based its findings on a just-completed comprehensive survey of more than 25,000 consumers who purchased or leased new cars or light trucks in the period from September to December 2008.

### **About the Dodge Brand**

With a work-hard, play-hard attitude, the Dodge brand continues to offer a full line of cars, SUVs, commercial vehicles and a sales-leading, fifth-generation minivan in 2009.

Dodge introduced several new vehicles last year, including the all-new 2009 Dodge Journey and the 2009 Dodge Challenger. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler LLC has solidified its leadership in the segment. The 2009 Dodge Grand Caravan continues to set the mark in minivan value with more than 40 new or improved features from the previous generation, including unsurpassed 17 city / 25

highway mpg fuel economy. The 2009 Dodge Grand Caravan is also the first minivan in the segment to feature the all-new Blind-Spot Monitoring and Rear Cross Path advance safety systems.

Also in 2008, the Dodge Journey entered key volume markets outside North America, joining the Dodge Avenger, Nitro and Caliber. Dodge Caliber was the highest sales volume vehicle for the company outside North America in 2008.

#### **About the Jeep Brand**

Staying true to its strong values and character, the Jeep® brand is purpose-built for adventurous lifestyles. With 68 years of legendary 4x4 capability, the Jeep brand continues to fulfill promises of adventure, liberation and independence for those who truly embrace life, whether traveling on- or off-road. The ruggedness and responsiveness of Jeep vehicles provide owners with a sense of security to handle any situation with confidence.

For 2009, the brand's legendary Go Anywhere, Do Anything™ heritage is maintained with the addition of more interior refinement, comfort and technology in the widest range of sport-utility vehicles (SUV) under one brand. The Jeep product line includes the brand icon, the Jeep Wrangler; the four-door Jeep Wrangler Unlimited; the popular mid-size Jeep Liberty (Cherokee outside North America); the venerable Jeep Grand Cherokee; the seven-passenger Jeep Commander; and the Jeep Patriot and Jeep Compass with all-new redesigned interiors and fuel economy of 28 mpg.

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