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The Jeep® Brand: The Authentic SUV for those Seeking Extraordinary Journeys

March 1, 2010, Geneva - With almost 70 years of legendary 4x4 capability, the Jeep brand continues to fulfill promises of adventure, freedom, 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.

"The Jeep brand's legendary heritage has made it one of the most recognized brands in the world," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "No other automotive brand today can say that it has consistently provided owners with a sense of freedom and adventure with the right mix of vehicles to safely take them where they want to go, whether it's closer to nature and the outdoors, or maneuvering through city and suburbs."

In 2009, the Jeep brand comprised 43 percent of Chrysler Group LLC sales outside of North America. The Jeep Grand Cherokee was the highest sales volume vehicle for the Jeep brand outside North America last year.

This year at the 80th Geneva International Motor Show, the Jeep brand continues to broaden its vehicle lineup with the introduction of new rugged, versatile and innovative vehicles that delivers classic Jeep design and capability.

After more than 20 years, the unique Islander theme returns to Jeep. The Islander edition features a unique beach theme that conveys open-air fun at first and every glance.

Jeep Wrangler Islander

The limited-edition Jeep Wrangler Islander is available on Wrangler and Wrangler Unlimited 4x4 models and is based on the Wrangler Sport model.

Jeep Wrangler Islander is featured in Surf Blue Pearl Coat, and is also available in Stone White Clear Coat, Bright Silver Metallic Clear Coat and Brilliant Black Crystal Clear Coat.

Other exterior features include an Islander "Jeep Tiki" decal on the hood with latitude and longitude coordinates that represent an actual location relating to the "Islander" theme of the vehicle, side steps and popular Sparkle Silver Moab 17-inch aluminum wheels with P245/75R17 OWL tires.

Inside, Islander's seats are Dark Gray with Surf Blue inserts, blue stitching and an embroidered Islander "Jeep Tiki" logo adorning the seat back. Blue stitching also has been added to the leather-wrapped steering wheel, with Mopar® rubber floor mats completing the beach theme.

Other high-impact, limited edition models, such as the Jeep Wrangler Mountain recently introduced at the 2010 North American International Auto Show, will continue to expand the global reach of the Jeep Wrangler.

Jeep Wrangler and Wrangler Unlimited

The Jeep Wrangler Sahara Unlimited shown in Detonator Yellow adds even more excitement to the Wrangler lineup.

In major European markets, the Jeep Wrangler and Wrangler Unlimited offer fog lamps, larger sliding sun visors with mirrors, and compass and outside temperature display.

A new and improved Sunrider® soft-top system makes it even easier to remove the top for that open-air experience on- or off-road. The Sunrider soft top is redesigned with a new cable-top system that allows customers to easily open and close the top within minutes. The improved soft top features a simplified removal system that eliminates the need to un-tuck and tuck the side rails when opening and closing the top.

In addition to the Sunrider soft top, which includes a "sun roof" and full top-down option, Jeep's Freedom Top® three-piece modular hard top also is offered. This system features three panels that provide even more options for open-air driving.

Cloth seats now replace vinyl seats on all Jeep Wrangler models, with new monotone leather seats now available on Jeep Sahara and Rubicon models. In addition, the Wrangler Sport model now features a new full-length floor console. The Jeep Wrangler and Wrangler Unlimited is powered by a 3.8-liter V-6 petrol engine producing 151 kW (202 hp DIN) and 321 N•m (237 lb.-ft.) of torque, backed by a six-speed manual gearbox or an available four-speed automatic transmission.

An optional 2.8-liter Common-rail Diesel (CRD) turbo diesel generates 130 kW (177 hp DIN) and 410 N•m (302 lb.-ft.) of torque and comes with the standard NSG370 six-speed manual gearbox.

Jeep Wrangler and Wrangler Unlimited Sport and Sahara models are equipped with Command-Trac® NV241 part-time, two-speed transfer case with a 2.72:1 low-range gear ratio. An optional Trac-Lok® limited-slip rear differential provides extra torque and grip during slippery, low-traction situations such as driving over sand, gravel, snow or ice.

The Jeep Wrangler and Wrangler Unlimited Rubicon model is equipped with an Off-Road Rock-Trac® NV241 two-speed transfer case, as well as electric front- and rear-axle lockers, an electronic sway-bar disconnect and 32-inch off-road tires.

The Jeep Wrangler and Wrangler Unlimited Rubicon model offers an Active Sway Bar System. The electronic-disconnecting front stabilizer bar delivers additional wheel travel for challenging terrain.

Jeep Grand Cherokee

Since its introduction in 1992, the Jeep Grand Cherokee has revolutionized the sport-utility vehicle market and won numerous accolades worldwide. Leading the path carved by its predecessors, the Grand Cherokee continues to set a global standard with its on-road refinement, off-road mastery and overall performance.

In major European markets, the Jeep Grand Cherokee is available in Laredo, Limited and Overland models. To satisfy the most demanding customers, the Overland Executive Appearance Group includes Dark Slate full nappa leather seats, Mopar bright (brushed stainless steel) door sill moldings, 18-inch BBS wheels and 245/60R18 tires and full-size spare tire with matching wheel.

Jeep Grand Cherokee features a 3.7-liter V-6 petrol engine that delivers 148 kW (201 hp DIN) and 315 N•m (232 lb.-ft.) of torque. An exhaust-gas recirculation valve improves fuel economy.

Other available engines include the 3.0-liter V-6 turbo diesel and 5.7-liter HEMI® V-8 petrol engine.

The 3.0-liter V-6 turbo-diesel engine generates 160 kW (218 hp DIN) and 510 N•m (376 lb.-ft.) of torque.

The 5.7-liter HEMI features Variable-valve Timing (VVT) and generates 259 kW (347 hp DIN) and 520 N•m (384 lb.-ft.) of torque. The HEMI's fuel-saving Multi-displacement System (MDS) seamlessly shifts to smooth, high-fuel-economy four-cylinder mode when less power is needed and to V-8 mode when more power is in demand. The MDS system optimizes fuel economy without sacrificing vehicle performance or capability.

Jeep Grand Cherokee customers who want the assurance of full-time four-wheel drive without any switches or levers will find Quadra-Trac I® ideal. The NV140 single-speed transfer case splits torque 48/52 percent (front/rear) and is available on Grand Cherokee vehicles equipped with the 3.7-liter V-6 engine.

Jeep Grand Cherokee's Quadra-Trac II® 4x4 system gives customers the benefit of the NV245 two-speed active transfer case and the Brake-traction Control System (BTCS).

The Quadra-Drive II® Jeep 4x4 system offers customers the ultimate in off-road capability. It combines the NV245 full-time transfer case with an Electronic Limited-Slip Differential (ELSD) for unsurpassed tractive performance.

Jeep Cherokee

The Jeep Cherokee gives customers an "only in a Jeep" open-air experience with its industry-exclusive Sky Slider

full-length open canvas roof.

In major European markets, the Jeep Cherokee's 3.7-liter models offer interactive Decel Fuel Shut Off (iDFSO), which turns off fuel during vehicle deceleration. This improves fuel economy without any noticeable changes in engine performance. In addition, 3.7-liter engine models include the new fuel-saver indicator that displays when the vehicle is driven in a fuel-efficient manner. Other features offered include front-row Active Head Restraints, premium seat trim with stain-repel seat fabric, air filtration system and larger floor mats.

The Jeep Cherokee features the industry-exclusive Sky Slider full-length open canvas roof. The Sky Slider roof may 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.

A 3.7-liter V-6 engine is offered on all Jeep Cherokee models. The 3.7-liter engine produces 151 kW (205 hp DIN) and 314 N•m (232 lb.-ft.) of torque. The optional 2.8-liter Common-rail Diesel (CRD) turbo diesel generates 130 kW (177 hp DIN) and 460 N•m (339 lb.-ft.) of torque.

Jeep Cherokee's Selec-Trac II® is a full-time, active on-demand four-wheel-drive system. Selec-Trac II operates in 2WD, 4WD Auto, 4WD Low and Neutral. The 2WD position is for normal driving and achieves optimal fuel economy as the front driveshaft is disengaged from the transfer case and power is directed to the rear wheels.

In the Selec-Trac II 4WD Auto position, the transfer case anticipates and prevents wheel slip. It is ideal for a range of road settings, including dry pavement conditions not typically suited for conventional part-time four-wheel-drive systems. 4WD Low is for true off-road conditions. Front and rear driveshafts are locked together and a second gearset multiplies torque, which provides traditional Jeep capability. 4WD Low is suitable for speeds less than 50 km/h.

Jeep Patriot

The compact Jeep Patriot is a tremendous value combining the packaging, safety features and interior flexibility of a sport-utility vehicle (SUV) with performance, handling and low fuel consumption. With its combination of fun, freedom, utility and Jeep 4x4 capability, the Jeep Patriot is set apart from the competition.

With its premium features and unique appointments, the Jeep Patriot raises the bar with more capability than any other vehicle in its class. Passenger-friendly technologies offered on Jeep Patriot include: Uconnect Navigation with voice commands and real-time traffic, Uconnect Multimedia with touch screen, iPod® Control, nine Boston Acoustics premium speakers including two articulating liftgate speakers and hands-free Uconnect Phone.

A quality-proven 2.0-liter turbo-diesel engine with diesel particulate filter offers Jeep Patriot competitive fuel-efficiency and is paired to a smooth six-speed manual transmission. The 2.0-liter turbo-diesel engine produces 103 kW (140 hp DIN) and 310 N•m (229 lb.-ft.) of torque with fuel consumption as low as 5.6 L/100 km (extra urban cycle).

Jeep Patriot also provides a 2.4-liter World Engine with class-leading power thanks to dual Variable-valve Timing (VVT) and an intake manifold design with flow control valves. The 2.4-liter four-cylinder engine delivers 125 kW (170 hp DIN) and 220 N•m (162 lb.-ft.) of torque with fuel consumption as low as 6.7 L/100 km (extra urban cycle).

With a modern interior and classic Jeep exterior styling, including traditional round Jeep headlamps, seven-slot grille, trapezoidal wheel openings and strong stance-the Jeep Patriot broadens the classic Jeep design to appeal to new customers.

Offering Jeep 4x4 capability, Jeep Patriot includes Freedom Drive I™, a full-time, active four-wheel-drive system as standard. This four-wheel-drive system features a lockable Electronic-controlled Coupling (ECC), giving Patriot drivers the ability to handle rough weather conditions and low-traction surfaces.

Patriot is designed for customers who want four-wheel-drive capability, front-wheel drive fuel-efficiency and an attractive price point.

Jeep Compass

The Jeep brand continues to tread in the compact SUV market with the Jeep Compass -delivering fun, freedom,

utility, quality-proven turbo-diesel and petrol engine options and Jeep 4x4 capability at a terrific value.

Compact and nimble, Jeep Compass brings a sense of adventure to the compact SUV market combining the packaging and functionality of an SUV with the performance, handling, fuel consumption and price of a compact car. Compass and its stablemate, Patriot, are the Jeep brand's first fully independent suspension vehicles for comfortable on-road ride and handling and fun-to-drive characteristics.

Jeep Compass is designed to deliver world-class performance and fuel consumption. Two fuel-efficient engine options power the Jeep Compass.

A 2.0-liter turbo-diesel engine with diesel particulate filter offers competitive fuel-efficiency and is paired to a six-speed manual transmission. The 2.0-liter turbo-diesel engine produces 103 kW (140 hp DIN) and 310 N•m (229 lb.-ft.) of torque with fuel consumption as low as 5.4 L/100 km (extra urban cycle).

A 2.4-liter World Engine provides class-leading power thanks to dual VVT and an intake manifold design with flow control valves. Combined, these features produce more power, better fuel economy and a smoother, quieter operation. The 2.4-liter World Engine delivers 125 kW (170 hp DIN) and 220 N•m (162 lb.-ft.) of torque with fuel consumption as low as 6.8 L/100 km (extra urban cycle).

Jeep Compass includes Freedom Drive I™, a full-time, active four-wheel-drive system. This four-wheel-drive system features a lockable Electronic-controlled Coupling (ECC), giving Jeep Compass drivers the ability to handle rough weather conditions and low-traction surfaces.

Jeep Compass is designed for customers who want fuel-efficiency, four-wheel-drive capability and an attractive price point. With modern interior and exterior styling, traditional round Jeep headlamps and seven-slot grille, muscular body-side flares, trapezoidal wheel openings, strong stance and sweeping roofline, the Compass design broadens the global appeal of the Jeep brand.

The Jeep Brand

Built on nearly 70 years of legendary heritage, Jeep is the authentic SUV 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.

Chrysler Group LLC sells and services vehicles in more than 120 countries around the world.

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