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Jeep® Drops Floor on Pricing for All-new 2007 Wrangler

Lower Price and More Content Provide \$3,000 of Added Value

- Jeep brand icon starts at \$18,765
- First-ever four-door Wrangler Unlimited starts at \$20,410
- New Standard features include 3.8-liter V-6 engine, Electronic Stability Program (ESP), Electronic Roll Mitigation (ERM), four-wheel-disc anti-lock braking system and hundreds of door and top configurations

August 31, 2006, Auburn Hills, Mich -

Chrysler Group today announced U.S. pricing for its all-new 2007 Jeep® Wrangler and Wrangler Unlimited – reducing prices throughout the lineup by an average of \$1,200, while adding an average of \$1,800 in content compared to outgoing 2006 models.

Evolving from more than 65 years of legendary 4x4 leadership, the all-new 2007 Jeep Wrangler and Wrangler Unlimited feature more comfort and space, more versatility, more open-air options, more off-road capability, more on-road refinement, more power and fuel efficiency, and more convenience and safety features.

The U.S. Manufacturer's Suggested Retail Price (MSRP) for the all-new 2007 Jeep Wrangler is \$18,765, including \$660 for destination. Jeep's first-ever four-door Wrangler Unlimited is \$20,410 (two-wheel drive) and \$22,410 (four-wheel drive), including \$660 for destination.

Jeep Wrangler and Wrangler Unlimited will begin to arrive in U.S. dealerships this month.

"The all-new 2007 Jeep Wrangler conquers new territory with lower prices across the lineup and significantly more content – providing customers with \$3,000 of additional value compared to the previous-generation Wrangler," said John Plecha, Director – Jeep Marketing and Global Communications. "We reduced the price on Jeep Wrangler X models by \$285, while adding \$1,715 more content. In addition, we reduced the Jeep Wrangler Rubicon price by \$1,840 and added \$1,255 more content.

"Providing even more value, the all-new 2007 Jeep Wrangler Unlimited 4x4 model – the only four-door convertible on the market – is priced \$2,585 lower than the outgoing model, while providing more cargo space and room for five passengers," added Plecha.

Enabling customers to 'go anywhere, do anything' at a great value was a prime consideration in the development of the 2007 Jeep Wrangler and Wrangler Unlimited. With more off-road capability, more on-road refinement and the most safety features ever offered on a Wrangler, the lineup of 2007 Jeep Wrangler and Wrangler Unlimited models provides tremendous value to a range of customers.

Offered in three models – X, Sahara and Rubicon – the all-new 2007 Jeep Wrangler and Wrangler Unlimited feature a lean, rugged and simple design, achieving best-in-class off-road capability while delivering a true open-air driving experience. With solid axles, removable doors, exposed hinges, a fold-down windshield and innovative removable and convertible tops, all Wrangler models retain the brand's coveted core values of freedom, adventure, mastery and authenticity.

With dozens of different top, door and windshield combinations, nine unique exterior colors and available 16-, 17-, or 18-inch wheels, the all-new 2007 Jeep Wrangler provides a customized appearance for a variety of customers.

Jeep Wrangler X

The 2007 Jeep Wrangler X offers exceptional value for an open-air sport-utility vehicle and is equipped with a 3.8-liter V-6 engine coupled with a six-speed manual transmission. The MSRP for Jeep Wrangler X is \$18,765 (including \$660 destination).

Standard equipment on Jeep Wrangler X include Electronic Stability Program (ESP), Electronic Roll Mitigation (ERM), Occupant Classification System (OCS), four-wheel-disc brakes with Anti-lock Braking System (ABS), Sentry Key Theft Deterrent System, 16-inch steel wheels, full-size spare tire and P225/75R on/off road tires, easy access tip-and-slide seats, rear folding seat, mini floor console, locking glove box, 12-volt auxiliary power outlet, tilt steering wheel and six speaker AM/FM CD radio with MP3/Auxiliary input.

Optional features offered with Jeep Wrangler X models include four-speed automatic transmission, 4.10 axle ratio, air conditioning, locking fuel filler cap, engine block heater and Sunrider® soft top.

Jeep Wrangler X “C” Package

The “C” package available with Wrangler X models adds a number of popular features as standard equipment. The MSRP for Jeep Wrangler X with the “C” package is \$20,005 (including \$660 destination).

In addition to standard features on the Jeep Wrangler X model, the “C” package includes cloth bucket seats with driver seat height adjuster, full-length floor console, air conditioning and courtesy lamps.

Beyond the optional equipment offered with Jeep Wrangler X, available options on the “C” package include seat-mounted side air bags, three-piece modular Freedom Top™, tow hooks, fog lamps, electronic front sway bar disconnect, Trak-Lok® anti-spin differential, next-generation Dana 44 rear axle, trailer tow group, SIRIUS Satellite Radio, six-disc DVD stereo with MP3 outlet and 368-watt Infinity sound system with subwoofer.

Jeep Wrangler X “S” Package

The “S” package available with Wrangler X model adds even more popular features as standard equipment. The MSRP for Jeep Wrangler X with the “S” package is \$21,145 (including \$660 destination).

In addition to standard features on the Jeep Wrangler X “C” package, the “S” package includes temperature and compass gauge, leather-wrapped steering wheel, speed control, tinted windows, fog lamps, tow hooks, 16-inch aluminum wheels and P245/75R16 on/off road tires.

Beyond the optional equipment offered with Jeep Wrangler X “C” package, available options on the “S” package include 17-inch aluminum wheels, tubular side steps, spare tire cover, dual top group, remote keyless entry and power locks and windows.

Jeep Wrangler Sahara

The 2007 Jeep Wrangler Sahara is the premium model in the lineup and features an MSRP of \$23,530 (including \$660 destination).

In addition to standard features provided with Jeep Wrangler X models, Sahara includes 17-inch aluminum wheels, body-color fender flares, tubular side steps, heavy-duty suspension, deep tint side windows, YES Essentials® stain-resistant fabric and 368-watt seven speaker Infinity sound system with subwoofer.

Beyond the optional equipment offered with Jeep Wrangler X “S” package, available options on Wrangler Sahara include 18-inch aluminum wheels, and MyGIG™ infotainment system including full-screen navigation radio, 20-gigabyte hard drive and DVD video/audio capability.

Jeep Wrangler Rubicon

Jeep’s ultimate off-road rig, the Wrangler Rubicon model, features all necessary hardware to conquer the world’s most extreme trails, right out of the box. The MSRP for Jeep Wrangler Rubicon is \$26,750 (including \$660 destination).

In addition to standard features on the Jeep Wrangler Sahara, the Rubicon model includes electric-disconnecting sway bar, Rock-Trac® 4:1 part-time transfer case, heavy-duty Dana 44 front and rear axles, Tru-lok® locking front and rear differentials, 4.10 axle ratio, rock rails, 32-inch B.F. Goodrich off-road tires and 17-inch machined-cast aluminum wheels.

Beyond the optional equipment offered with Jeep Wrangler Sahara, available options with Wrangler Rubicon include deep-tint sunscreen windows.

Jeep Wrangler Unlimited X “C” Package

The 2007 Jeep Wrangler Unlimited X is equipped with a 3.8-liter V-6 engine coupled with a six-speed manual transmission. The MSRP for Jeep Wrangler Unlimited X two-wheel-drive model is \$20,410 (including \$660 destination) and \$22,410 (including \$660 destination) for the four-wheel drive-model.

Other standard equipment on Jeep Wrangler Unlimited X include Electronic Stability Program (ESP), Electronic Roll Mitigation (ERM), Occupant Classification System (OCS), four-wheel-disc brakes with Anti-lock Braking System (ABS), Sentry Key Theft Deterrent System, 16-inch steel wheels, full-size spare tire, P225/75R16 on/off road tires, full-metal doors, next-generation Dana 44 rear axle, skid plates, 23 gallon fuel tank, Sunrider® soft top, air conditioning, 60/40 split folding rear seat, full-length floor console, locking glove box, 12-Volt auxiliary power outlet, tilt steering wheel, colored fender flares and six speaker AM/FM CD radio with MP3 outlet.

Optional features offered with Jeep Wrangler Unlimited X include four-speed automatic transmission, 4.10 axle ratio, fog lamps, locking fuel-filler cap, engine block heater, three-piece modular Freedom Top®, tow hooks, Trak-Lok anti-spin differential, electronic sway bar disconnect, SIRIUS Satellite Radio, six-disc DVD stereo with MP3 capability,.

Jeep Wrangler Unlimited X “S” Package

An “S” package is also available with the Wrangler Unlimited X model and adds even more features as standard equipment. The MSRP for Jeep Wrangler Unlimited X with the “S” package two-wheel-drive model is \$21,850 (including \$660 destination) and \$23,850 (including \$660 destination) for the four-wheel drive-model.

In addition to standard features on the Jeep Wrangler Unlimited X “C” package, the “S” package includes temperature and compass gauge, leather-wrapped steering wheel, speed control, fog lamps, tow hooks, deep-tint sunscreen windows, 16-inch aluminum wheels and P245/75R16 on/off road tires.

Beyond the optional equipment offered with Jeep Wrangler X “C” package, available options on the “S” package include 17-inch aluminum wheels and P255/75R17 on/off road tires, seat-mounted side air bags, tubular side steps, spare tire cover, dual-top group, remote keyless entry, power locks and windows, air conditioning, trailer tow group, and MyGIG™ infotainment system including full-screen navigation radio, 20-gigabyte hard drive and DVD video/audio capability.

Jeep Wrangler Unlimited Sahara

The 2007 Jeep Wrangler Unlimited Sahara is the premium model in the lineup and features an MSRP of \$24,735 (including \$660 destination) for the two-wheel-drive model and \$26,735 (including \$660 destination) for the four-wheel-drive model.

In addition to standard features on the Jeep Wrangler Unlimited X model, Sahara includes 17-inch aluminum wheels and P255/75R17 on/off road tires, power windows and door locks, YES Essentials® stain-resistant fabric, tubular side steps, six-speaker Infinity sound system with subwoofer and deep-tint sunscreen windows.

Beyond the optional equipment offered with Jeep Wrangler Unlimited X “C” package, available options for the Sahara model include 18-inch aluminum wheels.

Jeep Wrangler Unlimited Rubicon

Jeep’s ultimate off-road rig – now with four doors – the Wrangler Unlimited Rubicon model, features an MSRP of \$28,895 (including \$660 destination).

In addition to standard features on the Jeep Wrangler Sahara, the Rubicon model includes Electronic disconnecting sway bar, Rock-Trac® 4:1 part-time transfer case, next-generation Dana 44 front and rear axles, Tru-lok® locking front and rear differentials, 4.10 axle ratio, rock rails and 32-inch B.F. Goodrich off-road tires.

Following is a complete list of pricing information for the all-new 2007 Jeep Wrangler:

Jeep Wrangler X:	\$18,765
Jeep Wrangler X “C” Package:	\$20,005
Jeep Wrangler X “S” Package:	\$21,145

Jeep Wrangler Sahara:	\$23,530
Jeep Wrangler Rubicon:	\$26,750

Following is a complete list of pricing information for the all-new 2007 Jeep Wrangler Unlimited:

Jeep Wrangler Unlimited X "C" Package(two-wheel drive):	\$20,410
Jeep Wrangler Unlimited X "C" Package (four-wheel drive):	\$22,410
Jeep Wrangler Unlimited X "S" Package (two-wheel drive):	\$21,850
Jeep Wrangler Unlimited X "S" Package (four-wheel drive):	\$23,850
Jeep Wrangler Unlimited Sahara (two-wheel drive):	\$24,735
Jeep Wrangler Unlimited Sahara (four-wheel drive):	\$26,735
Jeep Wrangler Unlimited Rubicon (four-wheel drive):	\$28,895

Jeep Trail Rated

The Jeep Trail Rated badge on the all-new 2007 Jeep Wrangler and Wrangler Unlimited verifies that the vehicle has been designed to perform in a variety of challenging off-road conditions identified by five key off-road performance categories: traction, ground clearance, maneuverability, articulation and water fording.

Jeep Trail Rated is an industry-leading methodology that objectively measures and consistently predicts off-road performance for all Jeep vehicles. Through a combination of natural and controlled field tests, as well as computer-simulated environments, Jeep Trail Rated provides a repeatable and consistent measurement of off-road performance for Jeep vehicles. Only Jeep vehicles are Trail Rated.

Worldwide Availability

The all-new 2007 Jeep Wrangler and Wrangler Unlimited will be sold in more than 100 countries, in both left- and right-hand-drive models. Wrangler will be available with a new 3.8-liter V-6 engine and a diesel engine will also be available for key diesel markets outside of North America. Built at Chrysler Group's Toledo Assembly Plant in Toledo, Ohio, the 2007 Jeep Wrangler Unlimited will arrive in U.S. Jeep dealerships this month, and will follow to international markets starting in the first half of 2007.

Jeep Brand

Overall, sales of Jeep brand vehicles increased 12 percent in 2005 to their highest total since 2000 to 476,532 units compared with 2004 sales of 427,329 units. Internationally, Jeep brand sales grew 15 percent to 84,019 units in 2005 from 73,060 units in 2004.

Jeep, one of the most recognized brands in the world, is celebrating its 65th anniversary in 2006. In 1941, the Willys-Overland company delivered to the U.S. Army 1,500 light reconnaissance vehicles called the Willys Quad. Improved vehicles were called the MA and MB, but eventually, those vehicles came to be known as the Jeep. More than 368,000 were built for use during World War II.

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