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## **2009 Jeep® Wrangler Honored as Best Resale Value in SUV Segment**

- Kelley Blue Book's kbb.com honors Jeep® Wrangler for segment-leading resale value
- Wrangler still the benchmark for the category it created 68 years ago

November 18, 2008, Auburn Hills, Mich. -

Kelley Blue Book's kbb.com is honoring the 2009 Jeep Wrangler in its Best Resale Value Awards as the leader in the sport-utility vehicle (SUV) segment.

"Sixty-eight years ago, the Wrangler created the SUV category," said Deborah Meyer – Vice President and Chief Marketing Officer, Chrysler LLC. "Today, the Wrangler remains an icon in a now crowded segment, set apart by its unique, purpose-built design and its fundamental capability to go anywhere and do anything."

The two-door Jeep Wrangler remains true to its heritage as the original, extreme fun and freedom machine and is the only 4x4 convertible with multiple open-air options. The popularity of the Jeep Wrangler has never waned and is perennially a best-seller for the brand.

The Wrangler Unlimited is the only four-door convertible SUV on the market with room for five adult passengers and is extremely popular with customers who always wanted a Jeep Wrangler, but also needed extra space and versatility.

"In the hotly competitive world of SUVs, the Jeep Wrangler stands out for its unique combination of functional design, go-anywhere capabilities and its long tradition," said Jack R. Nerad, Executive Editorial Director and Executive Market Analyst for Kelley Blue Book and kbb.com. "To many, there is simply no substitute for a Jeep vehicle, and that adds up to making Jeep Wrangler the 2009 Best Resale Value Award winner in the SUV category."

The Kelley Blue Book Resale Value Awards were created to recognize automakers' achievements in producing vehicles that best retain their value. The vehicles honored are expected to retain the greatest proportion of their original retail price after five years of ownership.

### **About the Jeep Brand**

With 68 years of legendary 4x4 capability, the Jeep brand is purpose-built for adventurous lifestyles. Seven vehicles comprise the Jeep brand line-up, including the highly efficient Jeep Compass and Jeep Patriot, the mid-size Jeep Liberty, the premium Jeep Grand Cherokee, the seven-passenger Jeep Commander, the original off-road machine, the Jeep Wrangler, and the four-door Jeep Wrangler Unlimited.

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