

Jeep® Continues to Conquer New Territories

- Jeep® grows lineup to seven vehicles in 2007
- All-new Jeep Wrangler delivers more capability, refinement, interior space, comfort, open-air fun, power, fuel efficiency and safety features
- Jeep Wrangler Unlimited is the first-ever four-door Wrangler and offers even more functionality
- All-new Jeep Compass extends the Jeep brand to compete in the compact SUV segment

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The Jeep® brand is on a major product offensive, expanding globally from three models in 2005 to seven in 2007, the most available to retail consumers at one time in the 65-year history of Jeep vehicles. No other automotive manufacturer in the world has the range of sport-utility vehicles (SUVs) that Jeep offers.

By the end of 2007, the Jeep brand lineup will include Jeep Commander, Grand Cherokee, Cherokee (Liberty in North America) and Wrangler, plus the all-new Compass, Patriot and the four-door Wrangler Unlimited. These vehicles – all of them powered by both petrol and diesel engine options – provide the opportunity to grow the Jeep brand by offering a variety of products that will excite current customers and attract new ones.

“The Jeep brand is on a product offensive and will continue to grow with new offerings that leverage Jeep's legendary 4x4 leadership,” said Thomas Hausch, Executive Director – International Sales and Marketing, Chrysler Group. “We are solidifying the Jeep brand's foundation with the all-new Jeep Wrangler and Jeep Wrangler Unlimited, while also stretching the brand to reach new customers in the growing compact SUV segment with Jeep Compass and Jeep Patriot.”

Jeep Wrangler

Building on the successful, original Jeep formula with an all-new frame, exterior and interior design, engines, and safety and convenience features, Jeep Wrangler delivers more capability, refinement, interior space, comfort, open-air fun, power, fuel efficiency and safety features.

The new Jeep Wrangler has its European premiere at the “Mondial de l'Automobile” in Paris. Offered outside North America in three models – Wrangler Sport, Sahara and Rubicon – the all-new Wrangler is lean, rugged and simple, 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 windscreen and innovative removable and convertible tops, Wrangler retains the brand's coveted core values of freedom, adventure, mastery and authenticity.

For the first time ever in a civilian model, Jeep Wrangler will offer a diesel engine for customers outside North America. An all-new 2.8-litre common-rail turbo diesel engine is available alongside the standard, new 3.8-litre V-6 petrol engine. The all-new Wrangler will be available in both left- and right-hand drive, starting in the first half of 2007.

Jeep Wrangler Unlimited

Featuring a one-of-a-kind, four-door open-air design, the all-new Jeep Wrangler Unlimited expands the Jeep experience to new dimensions. With room for five adult passengers – a Wrangler first – and the most cargo space ever offered in a Wrangler, the Wrangler Unlimited combines class-leading off-road capability with everyday practicality.

The Jeep Wrangler Unlimited, making its European debut in Paris, offers even more comfort, space, versatility and open-air options than the all-new Wrangler. Wrangler Unlimited expands the Jeep experience and core values to a broader range of customers who have always wanted a Wrangler, but also needed more space and versatility.

Both the all-new 2.8-litre diesel engine and 3.8-litre petrol engine are available, as well as the same outstanding 4x4 transfer cases, safety systems and hard/soft top options. The Jeep Wrangler Unlimited will be available in both left- and right-hand drive, starting in the first half of 2007.

Jeep Compass

The Jeep brand is expanding into new territory with the all-new Jeep Compass – a modern-styled compact Jeep that delivers a competitive package of size, performance and fuel economy, all at a great value. Compass extends the Jeep brand to compete for the first time in the compact SUV segment and draw new customers to the brand.

Jeep Compass offers best-in-class fuel economy among its key competitors with 6.5l/100km on the combined cycle. Compass also will be the Jeep brand's first front-wheel-drive-based product and also the first with a fully independent suspension for comfortable on-road ride and handling. With Compass' competitive price within its segment, the Jeep brand continues to grow as this new 4x4 becomes the new entry-level price point for the brand.

Jeep Compass features a standard 2.4-litre petrol World Engine and an optional 2.0-litre turbo diesel engine. Compass is offered outside North America with standard four-wheel-drive capability, in Sport and Limited models, both left- and right-hand drive. The Compass will begin to arrive in international dealerships in the fourth quarter of 2006.

Jeep Brand

Jeep, which is one of the most recognised 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.

Over the years, mastery, authenticity, freedom and adventure have become the hallmarks of the Jeep brand and the basis for its SUV leadership worldwide.

Sales of Jeep brand vehicles outside North America rose 15 per cent in 2005 to 84,019 units, with all three models – Wrangler, Cherokee and Grand Cherokee – posting gains over the prior year.

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