

## Jeep® Wrangler Named “Best New Car for Off-Roaders” by Cars.com

- Iconic Jeep® Wrangler receives another award as two new Wrangler models debut at North American International Auto Show
- Cars.com recognition comes on the heels of *Four Wheeler* magazine editors naming Jeep Wrangler Best and Most Significant 4X4 Vehicle of the Decade
- Jeep Wrangler offers legendary capability, interior space and comfort, and open-air fun

January 13, 2010, Auburn Hills, Mich. -

Another week and another award for the benchmark Jeep® Wrangler.

The 2010 Jeep Wrangler has earned the “Best New Car for Off-Roaders” Lifestyle Award from Cars.com.

In recognizing the 2010 Jeep Wrangler, Cars.com noted, “The legendary Jeep Wrangler tops our Off-Roaders picks again this year. ... Long on capability, the scrappy Wrangler Rubicon has 10.5 inches of ground clearance, as well as approach, departure and breakover angles its competitors can only envy. When the shortest distance between two points is an obstructed straight line, you’ll want to be in a Wrangler.”

“This prestigious award from Cars.com reinforces Jeep Wrangler’s position as the benchmark off-road vehicle on the planet,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “It comes at an especially exciting time for customers looking for the ultimate off-roader, as Wrangler was recently named the Best 4x4 Vehicle of the Decade by *Four Wheeler* magazine, and as Jeep is introducing two all-new Wrangler models at the North American International Auto Show in Detroit.”

Beyond ultimate capability, Jeep Wrangler offers a combination of numerous safety and convenience features, interior space, versatility and comfort, on-road refinement, and open-air fun as the only true 4x4 convertible.

At the North American International Auto Show in Detroit, Jeep is introducing two limited-edition models: the Jeep Wrangler Islander and Jeep Wrangler Mountain editions.

### Jeep Wrangler Islander

After more than 20 years, the unique Islander theme returns to Jeep.

The limited-edition Jeep Wrangler Islander is available on Wrangler and Wrangler Unlimited 4x4 models. Based on the Wrangler Sport model, the Islander’s unique beach theme conveys open-air fun at first and every glance.

Jeep Wrangler Islander is featured in unique 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 “Tiki Bob” decal on the hood with latitude and longitude coordinates that represent an actual location relating to the “Islander” theme of the vehicle, black side steps and popular Moab 17-inch wheels shod with 32-inch tires.

Inside, Islander’s seats are Dark Gray with Surf Blue inserts, blue stitching and an embroidered Islander “Tiki Bob” 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.

The Jeep Wrangler Islander option package is available at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$1,120.

### **Jeep Wrangler Mountain**

Further expanding the iconic Wrangler brand's reach, Jeep delivers another high-impact, limited-edition model with the Jeep Wrangler Mountain edition.

The Jeep Wrangler Mountain edition is based on the Wrangler Sport S package, and is available on Wrangler and Wrangler Unlimited 4x4 models.

Exterior features include a unique "Mountain" decal on the hood with latitude and longitude coordinates that represent an actual location relating to the "Mountain" theme of the vehicle; painted high-gloss Mineral Gray 17-inch Moab wheels, grille and bumper appliqué; tubular side steps; 32-inch tires; black tail lamp guards; and a fuel-filler door from Mopar.

Available exterior colors include Rescue Green Metallic Clear Coat, Brilliant Black Crystal Pearl Coat and Deep Water Blue Pearl Coat.

Interior features include an embossed seat insert with embroidered "Mountain" logo, and anodized graphite heating, ventilation and air conditioning (HVAC) rings.

The Jeep Wrangler Mountain option package will be available at a U.S. Manufacturer's Suggested Retail Price of \$1,820.

### **Jeep Wrangler accolades from *Four Wheeler* magazine editors**

Editors at *Four Wheeler* magazine recently named the Jeep Wrangler Rubicon as the Best 4x4 Vehicle of the Decade, and the Jeep Wrangler Unlimited Rubicon as the Most Significant 4x4 vehicle.

In referring to the four-door Wrangler Unlimited Rubicon, *Four Wheeler* magazine editor Sean Holman said the decision to produce a four-door Wrangler "will probably go down in history as one of the smartest product moves any automotive company has ever made... pure genius, opening up the sport of 'Jeeping' to families."

### **About Jeep Wrangler and Jeep Wrangler Unlimited**

The two-door Jeep Wrangler remains true to its heritage as the original, extreme fun-and-freedom machine and is the only 4x4 with multiple open-air options.

Jeep Wrangler Unlimited is the only four-door open-air SUV on the market with room for five adult passengers and is extremely popular with customers who want a Jeep Wrangler, but need additional space and versatility.

Standard on both models is the innovative Sunrider® soft top, which includes a sun roof in addition to the full top-down option. Wrangler's available Freedom Top,® a three-piece modular hard top, features three panels – left and right front-passenger panels and a rear panel – providing more options for open-air driving. Either top may be completely removed for a complete open-air experience.

### **About 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.

To meet consumer demand around the world, all seven Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

### **About the Cars.com Lifestyle awards**

Launched to recognize new vehicles that best suit lifestyles of today's car shoppers, the Cars.com Lifestyle Awards acknowledge the best cars across a number of categories that car shoppers can identify with based on their personal

vehicle needs.

Cars.com is the leading destination for online car shoppers, offering credible and easy-to-understand information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car. With comprehensive pricing information, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and a large selection of new and used car inventory, Cars.com puts more than 9 million unique visitors who log on to the site each month in control of their shopping process with the information they need to make confident buying decisions.

To view comprehensive awards criteria, visit [www.cars.com](http://www.cars.com). Additionally, behind-the-scenes insight into the award selection process and inside debate can be found on Cars.com's blog, KickingTires.

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