

Contact: Scott Brown

California Jeep® Dealers Donate 2012 Jeep Wrangler to San Diego 4 Wheel Drive Club

- Tierra Del Sol Four Wheel Drive Club builds one-of-a-kind 'Moparized' Wrangler with donation in honor of the club's 50th annual Desert Safari Event
- 'Moparized' Wrangler to tour Southern California and educate public about land issues
- Club to raffle off vehicle with proceeds used to increase awareness of land-use issues in California and the Southwest
- Winning ticket will be drawn at the 2012 San Diego Auto Show on Dec. 30, 2012

March 4, 2012, Auburn Hills, Mich. - One of the hottest vehicles in the California market will find its way to one lucky winner courtesy of the Jeep® brand and the Tierra Del Sol 4 Wheel Drive Club of San Diego.

This year marks the 50th anniversary of one of the largest and longest running annual Jeep events in the country, the San Diego-based Tierra Del Sol 4 Wheel Drive Club's Desert Safari.

In celebration of this milestone, the Jeep brand has donated a 2012 Jeep Wrangler Sport to the club, which it has accessorized with parts from Mopar®, Katzkin and Goodyear. For the next nine months, the up-fitted Wrangler will be transported to several locations and events throughout southern California, giving the club the opportunity to educate the public about land-use issues and sell raffle tickets for the vehicle's eventual auction in December at the San Diego International Auto Show.

"We are honored to recognize Tierra Del Sol Four Wheel Drive Club and the 50th Anniversary of their Desert Safari event," said Jason Stoicevich, Director, Chrysler Group LLC's California Business Center. "For more than 50 years, this club has been promoting the enjoyment and protection of our natural resources, family outdoor living and responsible trail use, values that the Jeep brand has also been supporting for more than 70 years."

"Tierra Del Sol Four Wheel Drive Club of San Diego is honored to work with Jeep on this monumental project," said Joseph Smith, Club President. "Funds raised will go to the club's mission of 'Keeping Public Lands Open' and the education of responsible off highway vehicle use."

Mopar, Chrysler Group LLC's service, parts and customer-care brand, donated a significant amount of parts and accessories to the vehicle up-fit. All parts are available for consumers to purchase and have installed at local Jeep dealers.

Mopar Parts List:

Black fuel door - 82210285AB
Locking gas cap - 68030940AA
Hood lock, keyed to ignition- 82213051
Black taillight guards – 82210270AC
Black rock rails - 82210574AD
All weather rubber floor mats – 82210164AC
Black 5 hole wheels - P5155978
2" lift kit - P5155208
Heavy-duty front bumper – 82211715AC
Heavy-duty rear bumper – 82209744AB
Winch, Warn 9.5ti – 82209325AD

This Wrangler was up-fitted by Jack Powell Jeep in Escondido.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand 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.

The Jeep vehicle lineup includes Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all 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.

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