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## **Jeep® and Mopar Unveil Six New Vehicles for the 46th Annual Moab Easter Jeep Safari**

### **All vehicles feature an array of Jeep Authentic Parts and Accessories**

- Jeep® Grand Cherokee Trailhawk Concept adds even more legendary Jeep 4x4 capability
- Jeep Wrangler Apache introduces new Mopar 6.4-liter HEMI V-8 conversion kit
- Mighty FC Concept features Mopar portal axles; harkens back to Jeep Forward Control models of 1950s and 1960s
- Jeep J-12 Concept: extended version of Mopar JK-8 conversion kit
- Mopar-accessorized Jeep Wrangler showcases many of the more than 250 Mopar offerings available for Wrangler
- Jeep Wrangler Traildozer: extreme 37-inch tires and another interpretation of a V-8 Wrangler
- Mopar creates new off-road division to develop Jeep Authentic Parts and Accessories

March 26, 2012, Auburn Hills, Mich. - Jeep® and Mopar are ready for a week of wheeling in Moab.

The brands have created six new vehicles – all featuring a host of Jeep Authentic Parts and Accessories – for the annual Easter Jeep Safari in Moab, Utah. Now in its 46th year and taking place March 31 – April 8, the Easter Jeep Safari will be attended by thousands of die-hard off-road enthusiasts looking to enjoy a week of wheeling on some of the country's most renowned and challenging trails. Mopar also announced the creation of an off-road division that will create Jeep Authentic Parts and Accessories.

"We're delighted to showcase six new vehicles to our loyal Jeep fans at this year's Moab Easter Jeep Safari," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "The Jeep Safari has long been a great way for Jeep to connect with its core audience. We look forward to spending the week demonstrating our latest potential production and customization ideas and gathering instant feedback from the most knowledgeable 4x4 enthusiasts in the world."

To create these new vehicles, Jeep teamed with Mopar, which celebrates its 75th anniversary this year and offers more than 1,000 accessories and performance parts for Jeep vehicles.

"Mopar is tapping into a growing trend among extreme Jeep enthusiasts who want even more power and capability on the trail," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "This year, Mopar is pushing the envelope in this arena by offering our customers new Pro 60 portal axles and a new HEMI conversion kit, which we will showcase in these new vehicles. In addition, to further maximize our presence in the off-road market, we are creating a Mopar Off-Road division to develop Jeep Authentic Parts and Accessories."

Since 2002, Jeep and Mopar have teamed to create more than 30 unique concept vehicles for enthusiasts who attend the popular Easter Jeep Safari.

### **Jeep Authentic Parts and Accessories, New Mopar Off-road Division**

Jeep engineers, working closely with Mopar's new off-road division, will create authentic parts and accessories for Jeep vehicles. New products from the group will be called Jeep Authentic Parts and Accessories. Each part and accessory will be specifically designed, built and quality-tested in order to meet strict Jeep specifications and fulfill the Jeep brand's requirements for 4x4 capability, craftsmanship and versatility.

### **Jeep Grand Cherokee Trailhawk Concept**

The Jeep Grand Cherokee is well known for its benchmark off-road capability, courtesy of its Quadra-Lift™ air suspension, Selec-Terrain™ traction control system, Off-Road Adventure packages, tow/recovery hooks tested to twice the vehicle's Gross Vehicle Weight, and class-leading 4x4 systems – including Jeep's Quadra-Drive® II system that includes a rear Electronic Limited-slip Differential (ELSD), delivering industry-leading tractive capability.

Already the most awarded SUV ever over its lifetime compared to any other SUV, the new Grand Cherokee Trailhawk concept takes the premium Jeep vehicle's legendary off-road prowess to a new level, while providing a one-of-a-kind, more aggressive visual punch sure to delight Jeep enthusiasts.

Leading the off-road improvement are new 18-inch Goodyear Wrangler SilentArmor off-road tires – chosen to provide even more aggressive off-road performance combined with quiet highway manners – that are wrapped around new painted 5-spoke alloy Mineral Gray wheels. Grand Cherokee Trailhawk's SilentArmor tires include additional side-wall protection that enhances durability and reduces road noise. Modified Mopar rock rails – engineered to fully protect the lower body from rugged rocky terrain – are included and add to the functional off-road capability.

Visually, while the vehicle is featured in Stone White, a Mineral Gray and Red theme is highlighted throughout. Specifically, the grille surround, lower front applique, mirror caps and rear light bar join the wheels in Mineral Gray, while contrasting in eye-catching Red are the upper grille mesh, front and rear tow hooks, Jeep logos on wheel center caps and bolt holes in the alloy wheels. A Red trim line outlines a matte black hood applique that is utilized to reduce glare during technical off-road maneuvers.

Other unique touches include black headlamp surrounds, black exterior front and rear badging, Red "Trail Rated" badges on the front fenders and a unique "Trailhawk" badge on the rear tailgate.

### **2012 Jeep Wrangler Apache from Mopar**

Jeep enthusiasts have been asking for a V-8 powered Jeep HEMI Wrangler, and Mopar is coming through. Debuting at the Easter Jeep Safari will be the new Mopar 6.4-liter HEMI V-8 engine conversion kit specifically for the Jeep Wrangler. Producing approximately 470 horsepower and 470 lb.-ft. of torque to the rear wheels, the Mopar V-8 conversion kit gives Jeep enthusiasts an unprecedented blend of power and capability.

Available this summer, the Mopar Wrangler V-8 conversion kit initially will mate to Chrysler Group's W5A580 five-speed automatic transmission, and eventually to the six-speed manual transmission that drives the 2012 production Wrangler.

Other performance parts on the Jeep Wrangler Apache are Mopar Pro 60 5.13 front and rear axles, a 4.5-inch Stage 3 long arm lift kit and off-road bead-lock wheels. Aesthetic and functional modifications include high-clearance flat fenders, rock rails, front and rear half-door kits, a Stinger front bumper, a Warn 9.5ti XP winch, Katzkin leather seats, a locking center console box and a Mopar branded interior.

### **Jeep Mighty FC Concept**

The Jeep Forward Control was built from 1956 to 1965 and offered a clever packaging solution.

It kept overall length at a minimum for maneuverability but maintained a full-length cargo box for utility. For 2012, Jeep has created a modern version of this classic: the Jeep Mighty FC concept.

To create the Jeep Mighty FC concept, the design team started with a 2012 Wrangler Rubicon and repositioned the cabin over and ahead of the front axle, lengthened the wheelbase, and added a custom built drop-side cargo box. The cab utilizes a roof from the Mopar JK-8 conversion kit, as well as a custom-designed front clip. The Wrangler-based interior has been enhanced with bold, heavy-duty Katzkin leather and a unique color scheme. The cargo area is handled by a full-width, drop-side tray-style bed that measures more than eight feet in length.

Off-road function is dramatically improved with the addition of Mopar's new Portal Axle set. These offset axles offer the greatest amount of ground clearance without requiring excessive suspension lift.

Mopar's Front Portal Axle (8-lug, part number P5155670) is available at a Manufacturer's Suggested Retail Price (MSRP) of \$12,500, and the Rear Portal Axle's (8-lug, part number P5155671) MSRP is \$11,000.

The axles are controlled with King coil-over assemblies along with beefy Teraflex control arms and track bars. Traction is handled by massive 40-inch tires mounted on custom Hutchinson 17-inch beadlock wheels.

Other Jeep Mighty FC highlights include King coil-over reservoir shocks, Hanson bumpers, a Warn 16.5 winch and a Corsa stainless steel exhaust system.

### **Jeep J-12 Concept**

The Jeep J-12 concept is essentially an extended version of Mopar's recently introduced JK-8 pickup conversion kit for the Jeep Wrangler. With a new 2012 Wrangler Unlimited as the starting point, the rear of the vehicle's frame is extended 18 inches, allowing the spare tire to be relocated under the bed floor and making the cargo box a full six feet in length. A custom hood and front fender set was created as a nod to aficionados of the beloved Jeep Gladiator series trucks.

Off-road muscle has been improved with the addition of the new Mopar three-inch suspension lift kit, as well as Teraflex sway bars controlling ARB air-locker equipped Dynatrac D-44 and D-60 axle assemblies. Traction is handled through classic 36-inch tires mounted on 16-inch steel wheels.

The cabin of the J-12 concept has been "dressed down" in support of a basic truck theme, with the carpet being replaced by rugged truck bed liner, and the bucket seats re-crafted into a modern version of a bench seat, trimmed in white with a whimsical plaid pattern.

Further highlights include a Mopar fuel-filler door, Mopar slush mats, Tom Woods custom driveshafts and Katzkin seat trim.

### **Mopar Accessorized 2012 Jeep Wrangler**

Mopar offers more than 250 accessories for the 2012 Jeep Wrangler, and built a vehicle for Moab that showcases many of them.

Mopar created an ultra-capable Jeep, with a Wrangler Rubicon model as the starting point. Off-road enhancements offered through Mopar include a two-inch performance lift kit, 35-inch Goodyear Wrangler tires mounted on Classic five-hole wheels, front and rear off-road bumpers, a Warn 9.5ti XP winch, Mopar rock rails, Kicker dash 6.5-inch two-way speakers, Mopar all-weather mats and more.

Some prototype Mopar accessories debuting on this vehicle are a locking center console box, a rear cargo cubby cover, new windshield-mounted LED lamps, a new hard-top headliner and an "Add-A-Trunk" partition that creates secure storage space in the cargo area.

The Mopar Accessorized 2012 Jeep Wrangler includes Rubicon-standard Dana 44 front and rear axles with electric lockers, which are also available in kit form from Mopar.

### **2012 Jeep Wrangler Traildozer Concept**

To prepare the Jeep Wrangler Traildozer for Moab's toughest trails, Jeep Design worked closely with the American Expedition Vehicles (AEV) engineering team to bring it to life. Starting with a new Dozer Yellow 2012 Jeep Wrangler Rubicon, the team added a bolt-in 470 horsepower 6.4-liter HEMI V-8 engine mated to a Getrag 238 six-speed manual transmission. Power runs through Rubicon-specific Dana 44 axles equipped with 4:10 gears and electronic locking differentials.

To clear the 37-inch Mickey Thompson Baja Claw radials mounted on Mopar Classic five-spoke wheels, an AEV Dualsport RS 3.5-inch suspension lift was installed. For severe off-road body protection, Mopar premium front and rear bumpers and rear corner guards were added. Additional items include a Mopar performance heat reduction hood, Mopar half-door kit and a Mopar/Warn 9.5 Cti winch.

Jeep Wrangler Traildozer's interior includes an AEV 'F-1' leather seat trim kit and Mopar slush mats.

### **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.

### **Mopar Brand**

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the Chrysler Group and Fiat S.p.A. partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat S.p.A., Mopar's global portfolio includes more than 500,000 parts and accessories which are distributed in more than 120 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat S.p.A. brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat S.p.A. vehicles — a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at <http://www.mopar.com>.

### **75 Years of Mopar**

Mopar (a simple contraction of the words MOtor and PARts) was trademarked for antifreeze in 1937. The Mopar brand made its mark in the 1960s — the muscle-car era. The Chrysler Corporation built race-ready Dodge and Plymouth "package cars" equipped with special high-performance parts. Mopar carried a line of "special parts" for super-stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use. The brand has expanded to include technical assistance and customer support.

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