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## **Jeep®Wrangler a Repeat Winner of Two Kelly Blue Book's KBB.com Best Resale Value Awards**

- Jeep® Wrangler receives two 2013 Best Resale Value Awards: Top 10 and Compact Utility Vehicle
- Third consecutive year Wrangler wins Best Resale Value Award, second year for Top 10
- 2013 Jeep Wrangler adds comfort and convenience features with new seats, auto-dimming mirror with LED map lighting, new interior lighting, available Alpine speakers and a premium Tire Pressure Monitoring system
- Jeep Wrangler Moab Edition offers added level of off-road capability and celebrates historic Jeep off-roading destination

November 25, 2012, Los Angeles - For the third consecutive year, Jeep® Wrangler has been named Best Resale Value in its class by Kelley Blue Book's KBB.com. Wrangler also landed on KBB.com's Top 10 list for the second year in a row.

"The iconic Wrangler leads the Jeep brand's residual values," said Eric Ibara, director of residual consulting for Kelley Blue Book. "Not only does Jeep Wrangler command a significant amount as a used vehicle but it does so consistently year after year. Not surprisingly, Wrangler again finds itself on Kelley Blue Book's Top 10 list."

Kelley Blue Book's KBB.com Best Resale Value Awards are based on projections from the Kelley Blue Book® Official Residual Value Guide, determined by a skilled staff of automotive analysts. These prestigious awards honor vehicles expected to maintain the greatest proportion of their original list price after five years of ownership.

"Jeep has continued to make the Wrangler better in every way, and we're delighted that it has once again been recognized by Kelley Blue Book and consumers alike as a tremendous value," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Wrangler sales for the year are up nearly 20 percent because customers know they're getting ultimate capability in a more fuel-efficient package suitable for everyday driving, that will retain its value for years to come."

For more information about the 2013 Best Resale Value Awards from Kelley Blue Book's KBB.com, visit <http://www.kbb.com/new-cars/best-resale-value-awards-2013/>.

### **2013 Jeep Wrangler**

With the introduction of an all-new powertrain for 2012, Jeep Wrangler features dramatically improved on-road performance combined with even more off-road prowess. Now, with new features added to the interior, the 2013 Wrangler adds improved comfort to its long list of benefits.

Passengers are now greeted by new front and rear seats, interior courtesy lighting found under the instrument panel as well as the cup holder areas, an auto-dimming electro chromatic mirror featuring LED map lights for front passengers, an available Alpine premium speaker system and an optional premium Tire Pressure Monitor system can give read-outs for each individual tire.

Also new for 2013 is a revised soft top on Unlimited models that is easier to raise and lower, especially when operated by one person, and an available premium soft top. Available on all models, the new, premium soft top uses an easier to clean, upscale material. Consisting of three layers, the new top also helps reduce interior noise and is easier to fasten.

To kick off the 2013 model year, Jeep Wrangler has a limited edition model named after one of the most popular off-road destinations in the world, Moab, Utah. The Jeep Wrangler Moab edition is equipped with hardware popular with off-roading enthusiasts such as gloss black 17-inch Rubicon alloy wheels running new 245/75R17 Goodyear Silent Armor off-road tires, Trak-Lok anti-spin rear differential with an available electronic rear locking differential, a Mopar power dome hood, premium rock rails, black fuel filler door and tail lamp guards and matching premium black front and rear off-road bumpers.

Interior modifications include black or saddle premium leather seats with black stitching, "Moab" embossed instrument panel grab handle, Mopar slush mats and Iron Gray trim on the vent rings, grab handles and steering wheel spokes.

#### **About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website [www.kbb.com](http://www.kbb.com), including its famous Blue Book® Trade-In and Suggested Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com provides consumer pricing and information on cars for sale, minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book's kbb.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year by the 2012 Harris Poll EquiTrend® study. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader Group.

#### **Jeep Brand**

Built on more than 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.

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