

## Jeep® Brand Launches 'Jeep X Games Avalanche Scramble' Sweepstakes

- Grand prize winner will receive a new 2013 Jeep® Wrangler Rubicon 10th Anniversary Edition
- Three sweepstakes contestants will attend the 'X Games Aspen 2013' held January 23–27 in Aspen, Colo.
- Participants can enter the 'Jeep X Games Avalanche Scramble' via the Jeep brand's Facebook page

December 18, 2012, Auburn Hills, Mich. - Beginning Wed., Dec. 19, the Jeep® brand will

kick off the "Jeep X Games Avalanche Scramble" sweepstakes on the Jeep Facebook page ([www.facebook.com/jeep](http://www.facebook.com/jeep)), giving one lucky fan a chance to come home from the "X Games Aspen 2013" with a new 2013 Jeep Wrangler Rubicon 10th Anniversary Edition.

Three sweepstakes participants will be randomly selected to attend the X Games Aspen 2013 and on Fri., Jan. 25, will participate in the Jeep brand giveaway event. During the event, each attendee will be given a prize key and will be asked to start the Jeep Wrangler Rubicon. The contestant with the correct key that starts the vehicle will be awarded the 2013 Jeep® Wrangler Rubicon 10th Anniversary Edition. The sweepstakes runs through Tues., Jan. 1.

"The 2013 Jeep Wrangler Rubicon 10th Anniversary Edition was designed as a tribute to the Jeep brand's most passionate enthusiasts and X Games Aspen 2013 is the perfect event for our Jeep fans to take home one of their very own," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "The passion and high-level capability that the athletes' exhibit during the X Games Aspen exemplifies what the Jeep brand is all about."

### How to enter the sweepstakes:

- Facebook ([www.facebook.com/jeep](http://www.facebook.com/jeep)) – "Like" the brand page, then visit the sweepstakes page to submit a registration form
- Play the Jeep X Games Avalanche Scramble game to receive entrance into the sweepstakes. Participants can return each day to re-enter, allowing them to earn up to 16 total entries. Entries are limited to one person per Facebook ID per day.

For more information and complete sweepstakes rules visit [www.facebook.com/jeep](http://www.facebook.com/jeep).

### Jeep Wrangler Rubicon 10th Anniversary Edition

Available as a two-door Wrangler or four-door Wrangler Unlimited, the Rubicon 10th Anniversary Edition is the most capable Wrangler ever produced. Based on the Rubicon model, it comes standard with a six-speed manual or available five-speed automatic transmission mated to a Pentastar 3.6-liter V-6 engine producing 285 horsepower and 260 ft.-lbs. of torque. The Jeep part-time four-wheel-drive system has electronic-locking front and rear Dana 44 axles that receive power through a Rock-Trac transfer case with a "4-Low" ratio of 4:1. A 4.10 axle ratio front and rear is also standard as are Tru-Lok locking differentials. With a six-speed manual transmission, the Wrangler Rubicon 10th Anniversary Edition has an impressive crawl ratio of 73.1:1 that makes it a breeze to negotiate any obstacle.

The Jeep Wrangler Rubicon 10th Anniversary Edition has many exclusive features that make it distinctive, as well as the most off-road capable Wrangler in history. A one-half inch increase in ride height versus the standard Rubicon model provides the BF Goodrich KM2 265/70R17 tires more room to claw at rugged terrain. The tires are mounted on 17-inch Rubicon aluminum wheels painted satin black with polished faces.

Black front and rear steel off-road bumpers toughen up the exterior, with the front bumper featuring removable end caps and a winch-capable design. These removable end caps help the Wrangler climb obstacles without hindrance, and reduce the damage potential to the bumper system. A dual-intake Power Dome hood helps aid in engine cooling

and gives Wrangler a more menacing appearance. Red tow hooks adorn the front and rear, and Mopar rock rails give added protection from trail damage. Mopar also supplies the black fuel filler door and tail lamp guards. "10th Anniversary" badging on the fenders and a red-silhouette "Rubicon" decal on the sides of the hood add the finishing touches on the exterior.

The Wrangler Rubicon 10th Anniversary Edition comes standard with a Premium Sunrider soft top and is available with a black three-piece Freedom hard top or body-color hard top. Available exterior colors for the Wrangler Rubicon 10th Anniversary Edition are Black, Billet Silver, White and 10th Anniversary Edition-exclusive Anvil.

The interior has many special touches as well. Striking red leather seats with "Rubicon 10th Anniversary" embroidered into the front seat backs grab attention at first glance. Red stitching adorns the leather-wrapped steering wheel and the center console. A unique gauge cluster features a "10th Anniversary" signature and also features a premium Electronic Vehicle Information Center (EVIC) with various read-outs such as oil pressure, oil temperature and tire pressure. The passenger grab handle includes a "Rubicon 10th Anniversary" badge and features Quick Silver accents that are also found on the vent rings, steering wheel spokes and door pulls.

Final design touches include Mopar slush mats and a plaque mounted in the dash tray that features the vehicle's technical data, such as axle type, tire size, transfer case crawl ratio and manufacturer location.

### **About 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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