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Jeep® Patriot Back Country Concept – Designed to Stand Out in the Great Outdoors

September 24, 2008, Auburn Hills, Mich. - Making its debut at the 2008 Mondial de l'Automobile in Paris, the Jeep® Patriot Back Country concept vehicle combines the fun, freedom and fuel efficiency of the Jeep Patriot with the active lifestyle of the Jeep customer to create a vehicle that exudes a fresh, youthful appeal.

Created from the newest Jeep Patriot Limited model, the Jeep Patriot Back Country concept features a redesigned interior, authentic Jeep accessories by Mopar® and a blend of unique materials.

“The Jeep Patriot Back Country concept was inspired by the outdoor enthusiast seeking adventure, fun and freedom,” said Ralph Gilles, Vice President – Design, Chrysler LLC. “Using a variety of materials typically associated with active lifestyles and a distinct color combination, the ultimate Jeep Patriot stands out in the great outdoors.”

Exterior Design – Ready for a Road Trip with Mopar Accessories

The compact SUV is outfitted with a variety of Mopar accessories, including a Roof Top Cargo Basket ideal for hauling camping equipment or outdoor gear. Off-road Lights accent the front of the cargo basket and are perfect for nighttime excursions or setting up camp. Mopar Deluxe Splash Guards complement the vehicle's off-road capability.

At the side, the blackened B-pillar creates the look of a lengthened profile. The driver and front passenger doors feature a “BACK COUNTRY EDITION” badge affixed at the front quarter panel. Body-color door handles complete the look. At the rear, a platinum chrome light bar illuminates the license plate.

Equipped with 18-inch wheels and tires, the concept's two-box design is built for maximum cargo volume, rugged driving conditions and excellent utility.

The Jeep Patriot Back Country concept vehicle boasts a unique Optic Green exterior color, which is carried throughout the interior of the vehicle.

Interior Design – Incorporates the Outdoor Enthusiast Lifestyle

Influenced by the active lifestyle of the outdoor enthusiast, the interior of the Jeep Patriot Back Country concept features a variety of textures and materials not typically found in production vehicles.

Upon entry, sleek colors of Dark Slate Gray, Optic Green and satin chrome accent the vehicle. Mopar bright Door Sill Guards are embossed with the “PATRIOT” vehicle name and exemplify the attention given to the interior details. Satin chrome can be found on door locks, door handles, shifter knob, console and air vents. Bright Mopar Accelerator and Brake Pedal Covers add to the Jeep Patriot Back Country concept's appeal.

The material used on the seat bolsters and head restraints, which is inspired by wet suits and scuba equipment, is made from a smooth urethane that can hold up either wet or dry. The seat inserts, a Dark Slate Gray, include a tire tread pattern with Optic Green urethane trim. The “BACK COUNTRY EDITION” logo can be found on both the driver and first-row passenger seats.

Optic Green stitching tactfully accents the vehicle's floor mats and steering wheel. Made from two separate materials, the steering wheel features a textured diamond-patterned fabric at the top and, at the bottom, the same urethane material used for the seats.

The rear cargo floor is made of rubber and is perfect for carrying muddy shoes or dirty, dusty gear.

The Jeep Patriot Back Country concept is built around the redesigned interior and refined ride quality featured in the newest Jeep Patriot and Compass production models. The fresh interior includes all-new redesigned instrument

panels, center consoles and door trim panels, while added insulation and tuning improvements further reduce noise in the interior. With their already high levels of safety, utility and 4x4 capability, the Patriot and Compass continue to advance the Jeep brand by providing customers with outstanding value.

Jeep Brand

The Jeep brand led Chrysler LLC sales outside North America through mid-year 2008 and accounted for 39 percent of total Chrysler International sales. Jeep brand sales have been fueled by strong demand for new models, such as the extremely capable Jeep Wrangler and the fuel-efficient Compass.

The Jeep portfolio includes seven model lines outside North America, all of which offer right-hand drive and petrol and diesel powertrain options. Jeep models available are: the new Cherokee, Commander, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. Jeep also offers the high-performance Jeep Grand Cherokee SRT8.

More Than 70 Years of Mopar®

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Originally used in the 1920s, Mopar (a simple contraction of the words MOrtor and PARts) was trademarked for a line of antifreeze products in 1937. It was also widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960s – the muscle car era. Chrysler Corporation built race-ready Dodge and Plymouth “drag race 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.

Today, Chrysler LLC’s Global Service & Parts division is responsible for the manufacturing and distribution of nearly 250,000 authentic Mopar replacement parts, components, restoration parts, accessories and performance parts for Chrysler, Jeep and Dodge vehicles sold around the world. To assure quality, reliability and durability, all Mopar parts and accessories are designed in strict adherence to Chrysler engineering standards.

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