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## **Jeep® Introduces New Limited-edition 'Altitude' Grand Cherokee, Compass and Patriot Models**

- Unprecedented consumer interest in Jeep® Grand Cherokee concept confirms production; drives creation of Compass and Patriot limited-edition models
- Jeep Grand Cherokee Altitude first shown as concept at Houston Auto Show in January
- Winning "Altitude" name chosen from more than 100,000 entries in Jeep "Name My Ride" consumer contest
- New Jeep vehicles boast "blacked-out" exteriors with distinct, aggressive flair
- Jeep brand vehicle sales up 34 percent in 2012 (through February)

March 25, 2012, Auburn Hills, Mich. - Following an overwhelmingly positive consumer response to the recently introduced Grand Cherokee concept and related "Name My Ride" contest, the Jeep® brand has announced it will produce not just one, but three new limited-edition Jeep vehicles: the Grand Cherokee, Compass and Patriot Altitude models.

In January, Jeep introduced a distinctive, "blacked-out" production-intent concept Grand Cherokee at the Houston Auto Show, and connected with consumers to name the model. With more than 100,000 entries from enthusiasts of the Jeep brand – which boasts more than 2 million Facebook fans – "Altitude" emerged as the winning vehicle name.

"The fact that well over 100,000 consumers entered our 'Name My Ride' contest reinforces the passion behind the Jeep brand, and its position as one of the most recognizable and popular brands in the world," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "The extraordinary response to both the concept and the contest resulted in an easy decision to produce 'blacked-out' editions of the Grand Cherokee – and the Compass and Patriot. These new Jeep Altitude editions will clearly have a broad appeal among consumers, especially those looking for something distinctive, edgy, and just plain cool."

The new, limited-edition Grand Cherokee, Compass and Patriot Altitude models will arrive in Jeep showrooms in May.

### **Jeep Grand Cherokee Altitude**

Jeep's premium icon – the Grand Cherokee – is the most awarded SUV ever over its lifetime compared to any other SUV. The Grand Cherokee Altitude edition combines a variety of exterior design changes to create a unique model with an aggressive chrome and "blacked-out" look.

The vehicle's grille surround appears in black gloss, and mesh grille texture in platinum chrome. A platinum chrome lower fascia applique completes the unique front-end appearance. Black headlamp bezels and a black liftgate light bar continue the "blacked-out" theme throughout the vehicle's exterior.

The Grand Cherokee Altitude rides on 20-inch tires that surround black-gloss aluminum wheels.

The Jeep Grand Cherokee Altitude model includes standard leather-trimmed seats, heated front seats, leather-wrapped steering wheel and shifter, a 9-speaker 506-watt amp sound system with subwoofer, iPod/MP3 connectivity, Parkview™ rear back-up camera, ParkSense® rear-park assist system, Keyless Enter-N-Go, Chrysler Group's Uconnect hands-free communications system, and more than 50 advanced safety and security features.

Available in Deep Cherry Red, Brilliant Black, Mineral Gray, Bright Silver Metallic, Maximum Steel Metallic and Stone

White, the Jeep Grand Cherokee Altitude starts at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$35,595 for 4x2 models and \$37,595 for 4x4 models.

### **Jeep Compass Altitude**

The new limited-edition Compass Altitude continues the "from-the-factory" customized look first seen in the Grand Cherokee concept shown in January.

A distinctive black gloss finish surrounds Compass' trademark seven-slot Jeep grille and headlamps, and the treatment continues with black roof rails and a black step pad. The Compass Altitude rides on exclusive 18-inch black gloss aluminum wheels wearing Firestone BSW all-season performance tires.

The Jeep Compass Altitude model features power heated exterior mirrors and heated seats, remote start, continuously variable automatic transaxle, a leather-wrapped steering wheel with audio controls, and includes numerous safety and security features, such as electronic stability control, electronic roll mitigation, Hill-start Assist (with manual transmission), and side-curtain air bags that cover all rows.

Available in Deep Cherry Red, Black, Mineral Gray and Bright White, the Jeep Compass Altitude's starting U.S. MSRP is \$22,190 for 4x2 models and \$23,940 for 4x4 models.

### **Jeep Patriot Altitude**

The Jeep Patriot Altitude continues the "blacked-out" theme found on Grand Cherokee and Compass versions, but features more chrome and polished steel than its Compass sibling.

Riding on 17-inch high-gloss black aluminum wheels and Firestone BSW all-season touring tires, the Jeep Patriot Altitude boasts a bright chrome lower fascia and rear step pad appliques, and bright polished steel roof rails.

Jeep Patriot is the best-priced SUV in America, was recently named an Edmunds.com Lowest True Cost To Own® vehicle, and has earned an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick."

The Patriot Altitude edition features power heated exterior mirrors and heated seats, power windows (driver one-touch) and locks, continuously variable automatic transaxle, a leather-wrapped steering wheel with audio controls, and includes numerous safety and security features, such as electronic stability control, electronic roll mitigation, Hill-start Assist (with manual transmission), and side-curtain air bags that cover all rows.

Available in Deep Cherry Red, Black, Mineral Gray and Bright White, the Jeep Patriot Altitude's starting U.S. MSRP is \$20,240 for 4x2 models and \$23,275 for 4x4 models.

### **Jeep "Name My Ride" Contest**

For several weeks following the Houston Auto Show, consumers had the opportunity to name the Jeep Grand Cherokee concept vehicle by visiting Jeep.com. The brand then compiled entries and narrowed them down to three favored choices:

- Altitude: representing the new heights the Jeep brand is reaching, with an array of new vehicles and special-edition models consumers have been seeking, a wide variety of vehicle and brand awards, and a string of recent sales successes that includes 23 months of increased sales – up 24 percent in 2010, 44 percent in 2011 and 34 percent so far in 2012
- Midnight: for the distinctive, mysterious, deep and dark "blacked out" appearance of the vehicle; and
- Obsidan: a dark-colored – usually jet black – volcanic rock that displays curved surfaces – and may tie to a potential future Jeep model name.

After two weeks of online voting, "Altitude" was chosen as the winning name. Mark Johnson, of Sanger, Calif., submitted the name and will receive a new 2012 Jeep Grand Cherokee.

### **Jeep Sales Highlights**

In 2011, Jeep brand sales increased 44 percent in the U.S. – with each Jeep model up more than 30 percent – while industry sales rose 11 percent. Globally, Jeep sales increased 41 percent in 2011. Through the end of February, Jeep

sales are up 34 percent in 2012 (versus industry increase of 14 percent), and 35 percent globally.

### **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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