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## **New 2012 Jeep® Wrangler Freedom Edition Debuts as Tribute to U.S. Military Members**

- New Wrangler Freedom edition harkens back to Jeep brand's military roots
- Red, White and Blue Wrangler Freedom edition now available in Jeep showrooms
- All 2012 Jeep Wrangler models powered by 3.6-liter V-6 engine producing 285 horsepower, with fuel economy up to 21 mpg
- \$250 from each Wrangler Freedom edition sold to be donated to military charities
- Chrysler Group LLC offers a \$500 cash allowance to eligible consumers through its 'Military Bonus Consumer Cash' program
- Jeep Wrangler sales up 34 percent in 2012 with all-time record in May

June 28, 2012, Auburn Hills, Mich. - More than 70 years ago, the U.S. government informed automakers that it was looking for a "light reconnaissance vehicle" for military use. Willys-Overland quickly created the Willys Quad – which became the Willys MA and MB – but the Army, and the world, came to know the vehicle that would help win a world war as the Jeep®.

As a tribute to U.S. military members past and present, the Jeep brand has created the new 2012 Jeep Wrangler Freedom edition. Available in red, white or blue, the new Jeep Wrangler Freedom edition features a military-inspired star decal on the hood and rear quarter panels, along with an "Oscar Mike" (military jargon for "on the move") fender badge.

Jeep will donate \$250 from each Wrangler Freedom Edition it sells to charities that benefit U.S. military members. Specifically, funds will be split between the Fisher House Foundation and the I Support Foundation. Fisher House Foundation provides a "home away from home" for military families to be close to a loved one during hospitalization for an illness, disease or injury, while the I Support Foundation provides resources to troops returning home – such as jobs and various healthcare needs – and issues grants to 40 charities that provide valuable services to U.S. veterans.

"The Jeep brand has a long, renowned history that began with its significant presence and success within the U.S. military," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Jeep – and particularly the Wrangler – is the icon for capability and durability, and is a true symbol of American freedom. The new Jeep Wrangler Freedom Edition is created in honor of Jeep's one-of-a-kind history, and as a tribute to all of the brave men and women who have and continue to serve in the U.S. military.

"It is with both pride in our history and gratitude to all those who have served that we have chosen to donate \$250 from each Jeep Wrangler Freedom Edition to be divided between these important charitable organizations that benefit current and returning military members," Manley added.

Chrysler Group LLC also offers a \$500 cash allowance to military members that may be applied toward the retail purchase or lease of an eligible Chrysler, Jeep, Dodge, Ram Truck or FIAT vehicle. Eligible consumers include active military, active military reserve, retired military (honorable discharge and 20 years of service required), and retired military reserve (honorable discharge and 20 years of service required).

The new 2012 Wrangler Freedom edition is now available in Jeep showrooms.

### **2012 Jeep Wrangler Freedom Edition**

The new limited-edition 2012 Jeep Wrangler Freedom model is based on the best-selling Sport model, and is available as a two-door Wrangler or four-door Wrangler Unlimited model. It is offered in three colors only: Deep Cherry Red, Bright White, and new True Blue that for 2012 is exclusive to the Wrangler Freedom edition model.

Jeep Wrangler Freedom edition exterior features include unique Mineral Gray-painted 17-inch alloy wheels borrowed from the Wrangler Rubicon, Mineral Gray-painted grille and front and rear bumper inserts, body-color wheel arches and side steps, prominent "Oscar Mike" star-in-circle fender badges and decals on the hood and rear quarter panels, black sidesteps with matching black tail lamp guards and a Mopar fuel fill door, and a Sunrider soft top with deep-tint rear windows.

Interior treatments on the new 2012 Jeep Wrangler Freedom edition include black seats with rugged tectonic fabric, an "Oscar Mike" logo embroidered on the seat backs in silver stitching, French Silver accent stitching on the steering wheel, doors, seats and front arm rest, and "Quick Silver" accents on the front passenger grab handle, door pulls and dash vent rings. Finishing touches include Satin Chrome spokes on the leather-wrapped steering wheel and Mopar Slush Mats.

Other standard features include power windows and locks, remote keyless entry, a leather-wrapped steering wheel with audio controls, and UConnect® voice command and connectivity group.

The 2012 Jeep Wrangler Freedom edition will be available at a Manufacturer's Suggested Retail price of \$28,165 for Wrangler two-door models and \$30,670 for Wrangler Unlimited four-door models.

### **2012 Jeep Wrangler and Wrangler Unlimited**

Jeep Wrangler – the most capable and recognized vehicle in the world – is even more capable both on- and off-road for 2012, courtesy of an all-new, more fuel efficient and more powerful 3.6-liter V-6 engine, and a new automatic transmission – both of which it shares with the award-winning Jeep Grand Cherokee.

Chrysler Group's 3.6-liter Pentastar V-6 engine – winner of the prestigious Ward's 10 Best Engines award – delivers 285 horsepower and 260 lb.-ft. of torque, while delivering up to 21 miles per gallon highway in the 2012 Jeep Wrangler. The improvement, when compared to the previous 3.8-liter V-6 engine, is 40 percent in horsepower and 10 percent in torque.

2012 Jeep Wrangler interior highlights include a recently redesigned instrument panel and storage areas with improved ergonomics and upgraded materials. A lockable console and upgraded door armrest areas boast comfortable touch points, while a redesigned center stack is easier to reach and operate. Heated, power mirrors are available, and drivers and passengers enjoy enhanced visibility courtesy of large rear windows.

### **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.

### **About Fisher House**

Fisher House Foundation is best known for the network of comfort homes built on the grounds of major military and VA medical centers. The Fisher Houses are 5,000 to 16,800 square-foot homes, donated to the military and Department of Veterans Affairs, where families can stay while a loved one is receiving treatment. Additionally, the Foundation ensures that families of service men and women wounded in Iraq or Afghanistan are not burdened with unnecessary expense during a time of crisis.

Located in close proximity to the medical center or hospital it serves, each Fisher House consists of between eight and 21 suites, with private bedrooms and baths. Families share a common kitchen, laundry facilities, spacious dining room and an inviting living room with a library and toys for children. Fisher House Foundation ensures that there is no fee to stay in a Fisher House. Since inception, the program has saved military and veteran families an estimated \$165 million in out-of-pocket costs for lodging and transportation.

Fisher House Foundation operates the Hero Miles Program, using donated frequent flyer miles to bring family members to the bedside of injured service members. To date, Hero Miles has provided over 24,000 airline tickets to our military and their families. The Foundation also manages a grant program that supports other military charities and scholarship funds for military children, spouses and children of fallen and disabled veterans.

### **About I Support Foundation**

The mission of I Support Foundation (ISF) is to increase awareness and support for U.S. veterans who fight and/or sacrifice personal well-being to defend the freedoms that we enjoy daily as US citizens. With an aggressive and patriotic approach, ISF has launched its I Support Wristband & Flag Magnet campaign and Corporate Support Initiative as a fundraising source; with 95 percent of all proceeds going to worthy, viable, and dedicated charities which provide life-impacting support services for our men and women of the military.

In addition, ISF is working with Paramount HC Media to offer more than 4,000 job placement opportunities for returning veterans, as well as providing extensive healthcare needs beyond the capabilities of the Veterans Administration.

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