

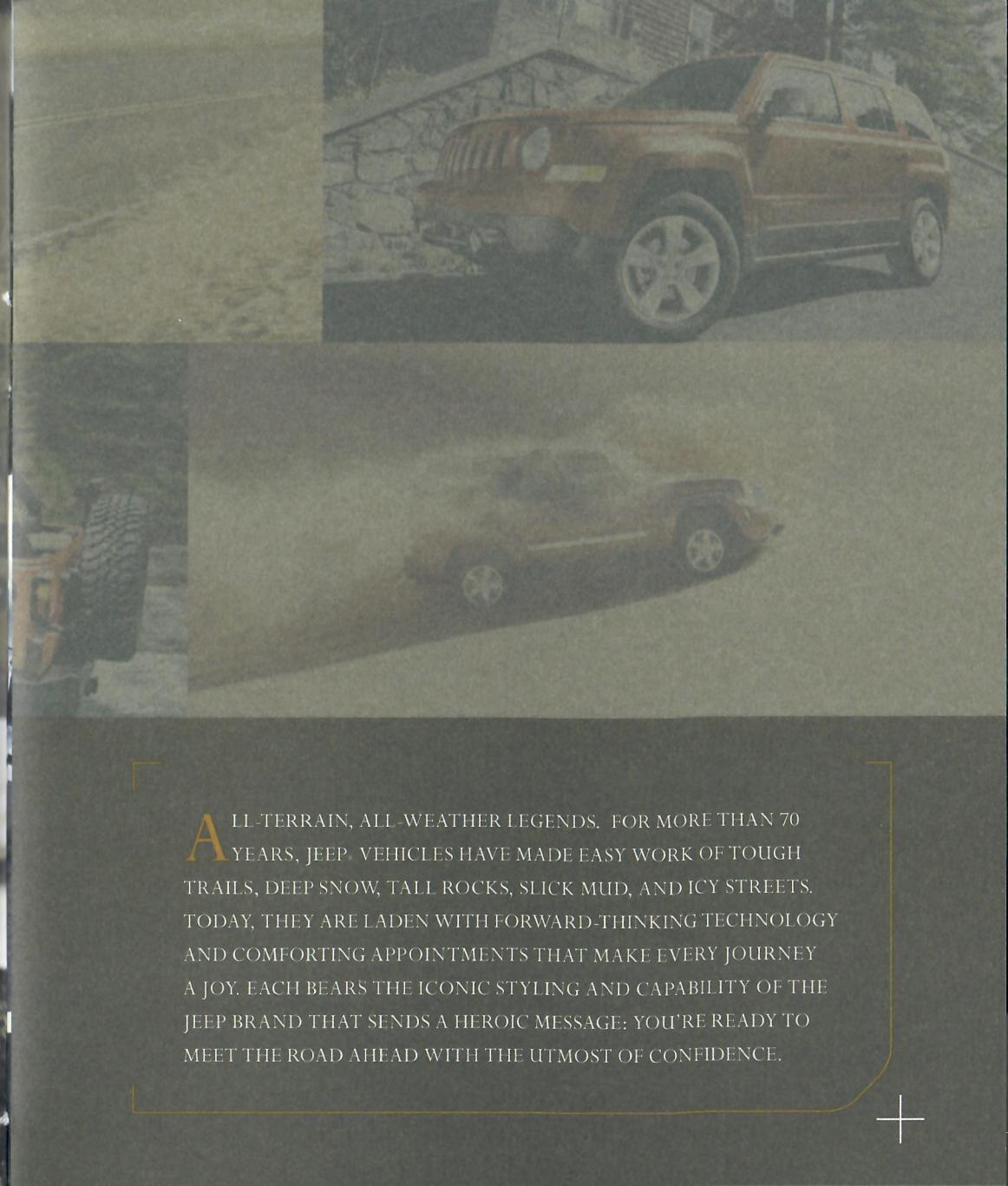
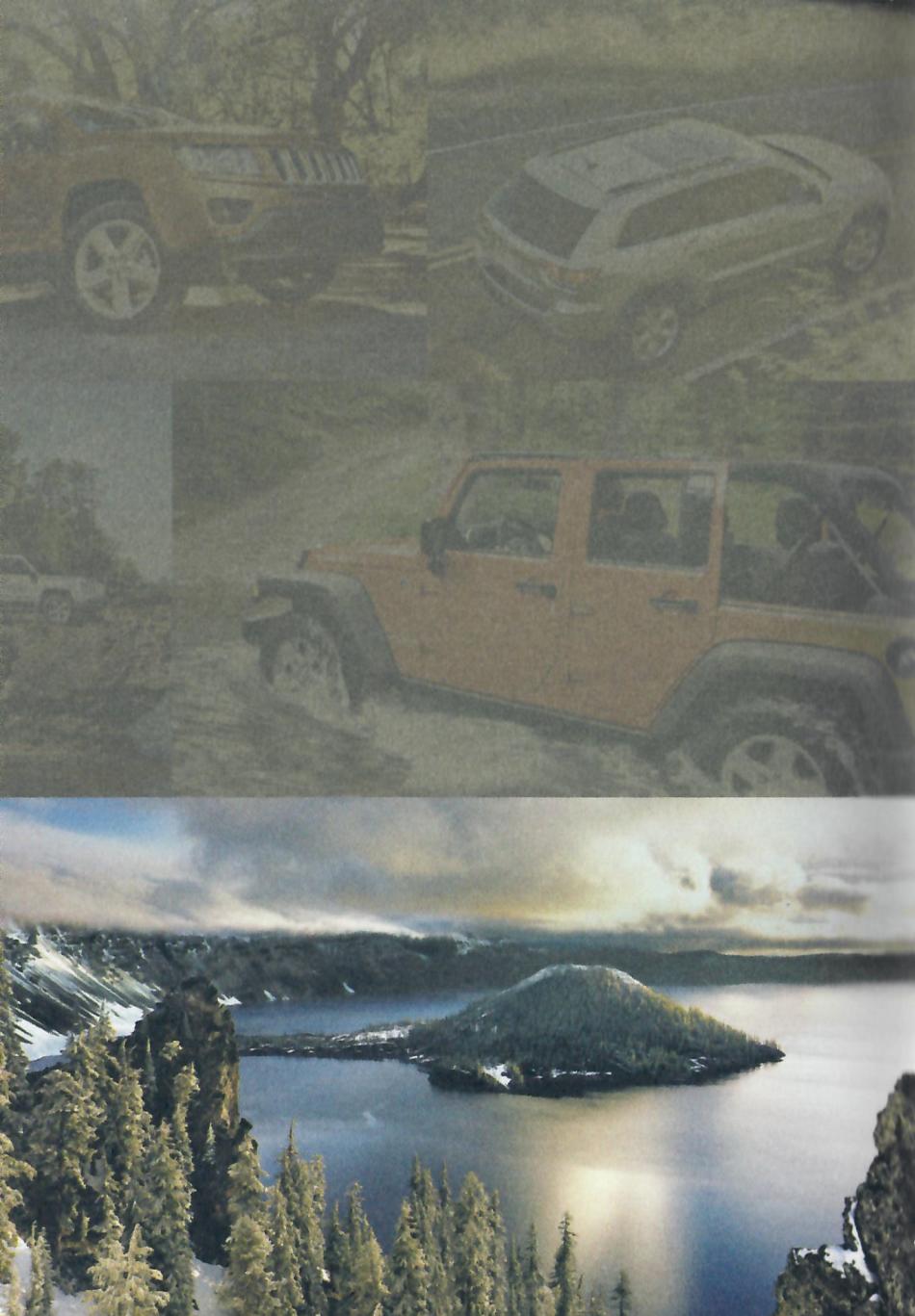


2012

A faint, large watermark of the classic seven-hole circular Jeep logo is centered in the background of the advertisement. The logo is composed of a grid of seven circles, with the central circle containing a horizontal bar.

GRAND CHEROKEE + WRANGLER
LIBERTY + PATRIOT + COMPASS

jeep.com



ALL-TERRAIN, ALL-WEATHER LEGENDS. FOR MORE THAN 70 YEARS, JEEP® VEHICLES HAVE MADE EASY WORK OF TOUGH TRAILS, DEEP SNOW, TALL ROCKS, SLICK MUD, AND ICY STREETS. TODAY, THEY ARE LANDED WITH FORWARD-THINKING TECHNOLOGY AND COMFORTING APPOINTMENTS THAT MAKE EVERY JOURNEY A JOY. EACH BEARS THE ICONIC STYLING AND CAPABILITY OF THE JEEP® BRAND THAT SENDS A HEROIC MESSAGE: YOU'RE READY TO MEET THE ROAD AHEAD WITH THE UTMOST OF CONFIDENCE.





LOOKS TO THRILL. THE ICONIC SEVEN-SLOT GRILLE GETS AN EXCLUSIVE CHROME TREATMENT ON GRAND CHEROKEE OVERLAND® SUMMIT, AS DO THE DETAILED FOG LAMP BEZELS. WHEN COMBINED WITH THE PROMINENT CHROME TOW HOOKS[™] AND 20-INCH BRIGHT POLISHED ALUMINUM WHEELS, SUMMIT OFFERS QUITE A VIEW.



BEHOLD OVERLAND® SUMMIT,
THE MOST SUMPTUOUS JEEP®
4x4 EVER BUILT. ITS ROAD MANNERS
CAN BE COMPARED TO THE SMOOTH,
CONTROLLED RIDE OF A LUXURY
SEDAN. AN AVAILABLE TRAIL RATED®
POWERTRAIN SURGES UPWARD WITH
THE EFFICIENT PENTASTAR® 3.6L V6
ENGINE PAIRED WITH THE LEGENDARY
QUADRA-TRAC II® 4x4 SYSTEM. RIDE HIGH
WITH THE QUADRA-LIFT® AIR SUSPENSION
AND SELEC-TERRAIN® TRACTION
MANAGEMENT SYSTEM, ALL STANDARD ON
4x4 MODELS. YOU HAVE ARRIVED.



COMMANDVIEW® SUNROOF. + Add this available, dual paned, sliding-glass ceiling and your travels reveal new vistas. Power open/close control and a power sunshade help keep things cooler when needed.

PRECISION COCKPIT. + An exclusive New Saddle leather-trimmed interior, plus the leather-covered tilt-telescoping and heated steering wheel with Adaptive Cruise Control (ACC)⁽²⁾, EVIC, and remote audio control are all standard on Summit.

CRAFTSMANSHIP. + With a subtle voice that is noticed and noted, Overland Summit declares its presence via its stitched-on-leather logo presented on the front and rear leather-trimmed seats.



GRAND CHEROKEE

APPOINTED WITH THE STRENGTH, PRIDE, AND LUXURY OF A LEGEND, GRAND CHEROKEE OFFERS THREE 4x4 SYSTEMS, ALL DELIVERING AUTHENTIC TRAIL RATED® JEEP® BRAND CAPABILITY. THE AVAILABLE 5.7L V8 ENGINE OFFERS BEST-IN-CLASS⁽⁵⁾ AVAILABLE HORSEPOWER AND TOWING, PUSHING 360 HP TO TOW UP TO 7,400 LB.⁽⁶⁾ FOR POWER PLUS EFFICIENCY, CHOOSE THE 3.6L PENTASTAR® V6 ENGINE THAT CAN TRAVEL OVER 500 MILES BETWEEN FILL-UPS, EARNING NODS FOR BEST-IN-CLASS⁽⁷⁾ DRIVING RANGE.



INSPIRED CONFIDENCE. + Standard Electronic Stability Control (ESC)⁽³⁾ coordinates Electronic Roll Mitigation (ERM), antilock brake system (ABS) and Brake Assist, all-speed traction control, and available Trailer Sway Control (TSC) to provide instant aid should ESC detect that you're veering off your intended path.

WELL-INVITING. + Available real wood, chrome details, and stitching accents, with available eight-way power driver's seat, power lumbar control, reclining rear seats, and detailed stitching. An available 730N Media Center radio with hands-free communication lets you safely talk on the phone, text, or operate the navigation/radio. Add Uconnect® Voice Command with Bluetooth®, an available one-year subscription to SiriusXM Travel Link,⁽⁴⁾ SiriusXM™ satellite Radio,⁽⁴⁾ and you'll expand your world.

ELEC-TERRAIN® SYSTEMS. + Five selectable settings electronically coordinate 12 different vehicle management systems to adjust your traction control to match the road ahead.

WRANGLER UNLIMITED

IT'S THE ONLY FOUR-DOOR 4WD CONVERTIBLE OUT THERE, WITH SEATING FOR FIVE. WRANGLER UNLIMITED DELIVERS ALL THE CAPABILITY AND FREEDOM THAT JEEP® VEHICLES ARE KNOWN FOR. A CONFIGURABLE INTERIOR WITH STANDARD 60/40 SPLIT-FOLDING REAR BENCH SEATS MAKE ROOM FOR PEOPLE, CARGO, OR PETS. YOUR TRAIL RATED® UNLIMITED IS READY TO GO ANYWHERE, DO ANYTHING® WITH ROOM FOR MORE PASSENGERS AND MORE FUN.



TOP-TO-BOTTOM MATCH. + Body-color hardtops (available on Sahara and Rubicon) give Wrangler a monochromatic and very modern appearance that's hard to ignore.

NEW PENTASTAR® 3.6L ENGINE. + With more muscle to match Wrangler's legendary brawn, the new Pentastar 3.6L engine delivers 285 hp with 260 lb-ft of torque. It can be matched to either the Rock-Trac® transfer case with its 4:1 low-gear ratio, or Command-Trac® 4WD system, with its part-time shift-on-the-fly operation.

CONVENIENTLY COMFORTABLE. + Option a premium leather-trimmed interior to accompany bright interior accents, and a Media Center radio that arrives with SiriusXM™ Satellite Radio.⁽⁴⁾ Available heated front seats chase away the chill on cold days.



FEAR MORE. + A Media Center radio with an auxiliary input jack and a six-speaker audio system is standard. There are two tweeters and four 6.5-inch speakers. An available premium sound system includes six ∞ Infinity® speakers and an 8-inch subwoofer with a 368-watt amplifier.

WARD-WINNING HERO. + Wrangler Rubicon got the nod from *Four Wheeler* magazine as the "Best 4x4 Vehicle of the Decade." with Tru-Lok® locking differentials, mud terrain tires, and Rock-Trac® transfer case, Rubicon takes you to places others only dream of reaching.

SIDE POSSIBILITIES. + The steering wheel places speed control, audio, and available EVIC control settings at your fingertips. The cross-link geometry of Wrangler's steering system helps provide one of the stiffest possible linkage systems on a solid-axle platform for precision steering.



WRANGLER



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WRANGLER

IT BEATS WITH A NEW HEART AND DRIVES WITH THE SAME SOUL. EXPAND YOUR VIEW WITH WRANGLER AND ITS NEW PENTASTAR® V6 ENGINE. WRANGLER'S PROVEN CAPABILITY HAS BEEN MASTERING THE LANDSCAPE AND DIFFICULT WEATHER FOR MORE THAN 70 YEARS. CHOOSE YOUR STYLE OF TRAIL RATED,® OPEN-AIR FREEDOM, AND GO WHERE LIFE LEADS YOU. FINELY WROUGHT AND FULLY CAPABLE, WRANGLER ENCOURAGES YOU TO GO BOLDLY FORTH, INSPIRED BY TRUE CONFIDENCE.



LIBERTY

THRILLING ROAD MANNERS AND
ALL-WEATHER CAPABILITY
SEPARATE LIBERTY FROM ALL THE REST.
LIBERTY'S AVAILABLE 4x4 TRAIL RATED®
PERSEVERANCE HOLDS TRUE, WITH TWO
ADVANCED 4WD SYSTEMS TO CHOOSE
FROM THAT ARE BOTH PAIRED WITH A
STANDARD 3.7L SOHC V6 ENGINE THAT
PRODUCES A HEALTHY 210 HP. PLENTY
OF STANDARD AND AVAILABLE LUXURY
FEATURES WORK TO ENSURE THAT NO
MATTER WHERE YOU'RE GOING, GETTING
THERE IS ALL THE FUN.



LIMITED JET. + Includes blacked-out headlamps, a body-color front fascia with bright inserts, chrome bodyside molding, 20-inch polished and painted aluminum wheels, and upgraded all-season tires.

PREMIUM INTERIOR. + An easy upgrade puts you in touch with a sumptuous leather-trimmed interior with heated front seats and a Uconnect® 730N Media Center with SiriusXM™ Satellite Radio,⁽⁴⁾ SiriusXM Travel Link,^{TM(4)} and Uconnect® Voice Command with Bluetooth.® The available, top-line infinity® sound system with nine speakers, including a subwoofer and 368-watt amplifier, make it all sound sweet.

SKY SLIDER® ROOF. + With one simple touch of a button, your world opens up. The available Sky Slider full-length, fully retractable roof opens front to back, exposing both rows of seating, and back to front, revealing only the second row, or any position in between.



PATRIOT



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PATRIOT

THIS STRONG WARRIOR TAKES EFFICIENCY TO RARE HEIGHTS WITH ITS EPA RATING OF 29 HWY/23 CITY MPG. EQUIP IT WITH THE AVAILABLE TRAIL RATED® FREEDOM DRIVE II® FULL-TIME 4WD SYSTEM, AND YOU'LL FEAR NO MUD, ICE, OR SNOW. MORE THAN 30 AVAILABLE SAFETY AND SECURITY FEATURES HELP KEEP YOU OUT OF HARM'S WAY. INSIDE ITS REFINED CABIN, ALL SURFACES ARE CAREFULLY CRAFTED WITH SOFT TOUCHES. TECHNOLOGY-DRIVEN OPTIONS, LIKE MEDIA CENTERS, KEEP YOU INFORMED AND ENTERTAINED.



FREEDOM DRIVE II® 4WD SYSTEM. + A full-time system with LOCK mode, Off-Road mode with Hill Descent Control, and Brake Traction Control help you navigate more difficult off-situations, as well as deeper snow, mud, and up to 19 inches of water.⁽⁸⁾

WEATHER CAPABILITY GROUP. + When the weather gets bad, this available Group gives you the chops to safely get where you're going with tow hooks, an engine block heater, all-season floor mats, the running lamps, all-terrain tires, and 17-inch aluminum wheels.

PREMIUM SOUND. + Option the 368-watt Boston Acoustics® premium sound system, and you retreat to the beat with nine speakers, including a subwoofer and two flip-down liftgate speakers.



COMPASS

WITH AN EPA ESTIMATE OF 29 HWY/23 CITY MPG, COMPASS WELCOMES VALUE-MINDED ENTHUSIASTS TO THE LAND OF JEEP® BRAND CAPABILITY. A STANDARD 2.0L I-4 ENGINE MATCHED TO A 5-SPEED MANUAL TRANSAXLE (2WD) DELIVERS EFFICIENTLY CAPABLE HIGHWAY TRAVELING. A 4-WHEEL ANTILOCK BRAKE SYSTEM (ABS), ELECTRONIC STABILITY CONTROL (ESC)⁽³⁾ WITH ELECTRONIC ROLL MITIGATION (ERM) AND HILL START ASSIST (HSA) ARE JUST A FEW OF THE STANDARD SAFETY FEATURES ON THIS ALL-WEATHER ROAD WARRIOR.

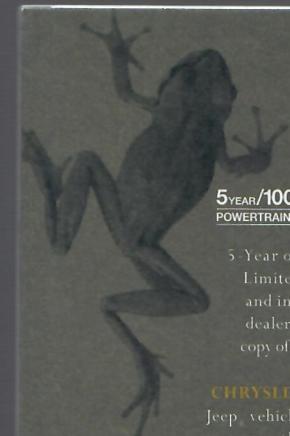


SEE MORE. + Brighten your outlook with the available sunroof. Its express open/close feature operates with the touch of a button. A sunshade helps to keep you cool when temps get hot.

POWER UP. + The available 2.4L 4-cylinder engine with Variable Valve Timing (VVT) delivers a healthy 172 hp. It can be paired with your choice of two available Freedom Drive 4WD systems that help Compass make easy work of all roads ahead, from snow-covered streets to sand-covered hills.

AUTHENTIC LUXURY. + Compass offers luxurious appointments that augment every adventure, including available premium leather trim, heated front seats, a leather-wrapped steering wheel with audio and speed controls, and an optional Media Center 430N radio with navigation and SiriusXM™ Satellite Radio.⁽⁴⁾





WARRANTIES. Jeep® vehicles are covered by a 3-Year or 36,000-Mile Basic Limited

5 YEAR/100,000 MILE POWERTRAIN WARRANTY

Warranty (excludes normal maintenance and wear items), as well as a 5-Year or 100,000-Mile Powertrain Limited Warranty that is fully transferable and includes towing to an authorized dealer. Ask your dealer for details and a copy of these limited warranties.



CHRYSLER SERVICE CONTRACTS. Your Jeep® vehicle is one of the most capable vehicles on the road. Why not protect your investment with a Chrysler Service Contract or Maintenance Plan? For more information, see your Jeep dealer, call 1-800-442-2666, or visit servicecontracts.chrysler.com.



AUTOMOBILITY. Chrysler Group LLC's Automobility program provides aftermarket reimbursement incentives on adaptive vehicle uplift equipment in order to help provide safe and reliable vehicle modifications to enhance accessibility for all.



JEEP® JAMBOREES. Jeep Jamboree USA offers off-road adventure weekends that bring together the outdoors, down to earth people and their Jeep® 4WD vehicles. We invite you to explore America's remote backcountry, where great friendships and memories are made. jeep.com/jamboree



JEEP® SOCIAL ADVENTURES. There's more to living the Jeep life when your horizons are expanded to include authentic and active Jeep online communities. Post stories, share photos, watch videos, and get the latest news from Jeep gearheads and engineers. Fellow Jeep enthusiasts are waiting to hear from you on Facebook (facebook.com/Jeep), Twitter (twitter.com/Jeep), Flickr (flickr.com/Jeep) and on YouTube (youtube.com/TheJeepChannel). Tune in, turn us on, and get out into the virtual world where thrilling adventures are happening every single day.

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¹ Late availability. ² ACC is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and be prepared to use brakes to avoid collisions. ³ No system, no matter how sophisticated, can repeat the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. ⁴ Sirius services require subscriptions, sold separately after 12-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com. If you decide to continue your SiriusXM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. SiriusXM U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, D.C., with Sirius also available in PR. Go to www.siriusxm.com/traffic for available coverage. © 2011 SiriusXM Radio Inc. ⁵ Based on latest available competitive information and Ward's segmentation. ⁶ When equipped with available Trailer Tow Group. ⁷ Based on latest available competitive information. Based on Ward's segmentation and EPA estimated 17 city/23 hwy mpg 4x2 and 16 city/23 hwy mpg 4x4 with a 24.6 gallon fuel tank. ⁸ Do not attempt water fording unless depth is known to be less than 19 inches. Traversing water can cause damage that may not be covered by the new vehicle warranty. Always off-road responsibly in approved areas. ⁹ Complete details, including restrictions, limitations, and exclusions, will be available when you become a Cardmember. MasterCard is a registered trademark of MasterCard International Incorporated. This card is issued by First Bankard, a division of First National Bank of Omaha, pursuant to a license by MasterCard International Incorporated.



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TRIPCAST. The Jeep® brand invites you to enjoy this free and easy way to track the progress of your trips, post photos and videos, audio clips, and notes from the road to share with friends in real time. It automatically maps your trail using your smartphone and iPhone® GPS capabilities. Link TripCast to your Facebook or Twitter account to post trip updates. Includes Points of Adventure, a database of over 250,000 activity spots, including parks, bike paths, camping areas, ski resorts, and more.

Jeep Gear

GEAR UP. Explore an extensive line for the Jeep® enthusiast. From authentic wearables to unique gifts, all items are as rugged and durable as your Jeep vehicle. jeep.com/gear



JEEP MASTERCARD. Earn 3 points on qualifying purchases made at Chrysler Group LLC dealerships, 2 points per \$1 on qualifying travel purchases and 1 point per \$1 on qualifying purchases everywhere else with the new Jeep MasterCard. Points may be redeemed at your local dealership for cash off your new or used vehicle, accessories, parts, or service – including your next oil change. Or choose from hundreds of other rewards, including travel, cash back to your account, merchandise, or gift cards.¹ For more information or to apply, visit jeepcard.com.



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