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## **Jeep® Broadens Wrangler Lineup with New “Mojave” Special-edition Model**

- New 2011 Jeep® Wrangler Mojave pays tribute to renowned, rugged Mojave Trail
- Jeep Wrangler Mojave features unique desert-themed exterior and interior design
- Wrangler Mojave follows successful “Islander,” “Mountain” and “Call of Duty®: Black Ops Edition” models
- Wrangler special-edition models created in response to Jeep enthusiasts looking for factory-customized vehicles
- All 2011 Jeep Wrangler models include all-new interior; new premium body-color hardtop available on Wrangler Sahara models
- Latest special-edition Wrangler to arrive in Jeep showrooms in June

April 19, 2011, Auburn Hills, Mich. - Building on the success of three special-edition Wrangler vehicles produced last year, the Jeep® brand is introducing its latest Wrangler model: the new 2011 Jeep Wrangler Mojave.

Paying tribute to the well-known and rugged western desert Mojave Trail, Jeep Wrangler Mojave features a unique desert theme inside and out, and an aggressive wheel and tire package to tackle the toughest terrain.

“The Mojave Trail is known for expeditions, exploration and a rugged environment that features elevation, sand, canyons, a river crossing and hill climbs – the perfect landscape for the Jeep Wrangler,” said Mike Manley, President and CEO — Jeep Brand, Chrysler Group LLC. “By creating the Jeep Wrangler Mojave, we are able to deliver another specialized vehicle that Jeep enthusiasts will love, while drawing new customers into Jeep showrooms.”

Spanning 138 miles, the Mojave Trail begins near Laughlin, Nev., and travels to Afton Canyon near Barstow, Calif.

Available in Wrangler and Wrangler Unlimited models, the 2011 Wrangler Mojave arrives in Jeep showrooms in June.

### **Jeep Wrangler Mojave**

Based on the Wrangler Sport model, the Mojave’s unique desert theme conveys off-road Wrangler fun. Exterior features include a body-color hardtop and fender flares, “Mojave” and lizard decals on the hood and rear, and the Sahara model’s side steps. Jeep Wrangler Mojave also offers an aggressive Wrangler Rubicon tire and wheel package, with mineral gray 17-inch wheels shod with 32-inch tires. Finishing touches on the exterior include a black fuel filler door and taillamp guards.

Inside, Wrangler Mojave’s seats are dark saddle leather with a lizard logo embossed on the front seats. Unique driftwood surrounds the vents, front-passenger grab handle, steering-wheel spokes and door-handle inserts. Mopar® tread pattern slush mats and overhead grab handles complete the Mojave package.

The new 2011 Jeep Wrangler Mojave is available in Sahara Tan, Bright White and Black.

The Jeep Wrangler Mojave option is available at a U.S. Manufacturer’s Suggested Retail Price (MSRP) of \$29,195, excluding \$750 destination.

### **New 2011 Jeep Wrangler**

Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an all-new interior that delivers rich styling with significantly upgraded touch surfaces, occupant comfort and versatility, and a premium appearance courtesy of an all-new body color hard top for the popular Sahara model.

New 2011 Jeep Wrangler interior highlights include a redesigned instrument panel and new storage areas with improved ergonomics and upgraded materials. A new 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 now available, and drivers and passengers will enjoy enhanced visibility courtesy of larger rear windows.

All-new steering-wheel controls allow the driver to operate the radio, cruise control, handsfree phone and other vehicle functions while keeping hands on the wheel. A new USB interface connects to storage devices for use with the vehicle's Media Center, which now includes streaming Bluetooth® audio. Twelve-volt accessory outlets have been added and a new 110-volt outlet is available to provide power similar to AC outlets in the home.

In line with traditional Jeep design, hex-head bolts are utilized throughout the interior, and are used to mount a "Jeep, Since 1941" inlay onto the new passenger grab handle.

Jeep engineers increased acoustical treatment in the 2011 Wrangler and Wrangler Unlimited, resulting in significantly reduced interior noise.

To provide a more premium appearance, the 2011 Jeep Wrangler and Wrangler Unlimited Sahara models boast an all-new, premium, body-color hardtop.

### **Jeep brand**

Built on 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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