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## Jeep® Kicks off All-new 'Jeep Tweet-to-Win' Contest

- Jeep® Brand's "Tweet-to-Win" contest begins Monday, March 15 on the Jeep Brand Twitter page, [www.twitter.com/jeep](http://www.twitter.com/jeep)
- Five-day contest asks participants to correctly "Tweet" answers to Jeep-branded trivia questions
- Five winners are selected for trip to the 2010 New York International Auto Show for a chance to win an all-new 2010 Jeep Wrangler Islander edition
- Chrysler Group LLC is the first OEM to offer a chance to win a vehicle on Twitter

March 9, 2010, Auburn Hills, Mich. -

What year was the first Jeep® Wrangler built? Where was the first Camp Jeep held? What is the name of the

California-based trail favored by Jeep off-road fans? If you are an avid fan of Jeep vehicles and know way too many facts about the brand's nearly 70-year heritage, the Jeep brand "Tweet-to-Win" contest is made just for you.

"The 'Jeep Tweet-to-Win' contest is a unique and interesting way to begin to create buzz for the iconic Jeep Wrangler and the new special-edition Jeep Wrangler Islander which will hit Chrysler Group dealerships starting this spring," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "Social media initiatives, such as this, offer the Jeep brand an opportunity to build and develop a connection with consumers and potential customers; this also enables the company to carry on a two-way conversation between the brand and its customers, which allows us to learn more about that customer and his or her needs."

The Jeep Tweet-to-Win contest runs from Monday, March 15 to Friday, March 19 and takes place on the brand's Twitter page, [www.twitter.com/jeep](http://www.twitter.com/jeep). Each day, a new Jeep-branded trivia question will be posted to the site. The first person to answer the question correctly, and in the correct format, will win a trip for two to the 2010 New York International Auto Show where they will have chance to dig for the "Golden Tiki." The contest is for U. S. residents.

On Thursday, April 1, contestants will dig in a giant sandbox, built specifically for the New York International Auto Show, to find the Golden Tiki. The first to find it will win an all-new Jeep Wrangler Islander.

### About the Jeep Wrangler Islander

After more than 20 years, the unique Islander theme returns to the Jeep brand. The limited-edition Jeep Wrangler Islander is available on Wrangler and Wrangler Unlimited 4x4 models. Based on the Wrangler Sport model, the Islander's unique beach theme conveys open-air fun at first and every glance.

The Jeep Wrangler Islander option package is available at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$1,120.

### About the Jeep Brand

Built on nearly 70 years of legendary heritage, Jeep is the authentic brand of SUVs 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 includes Commander, Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all seven 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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Twitter: <http://www.twitter.com/chryslercom> and [www.twitter.com/chrysler](http://www.twitter.com/chrysler)

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