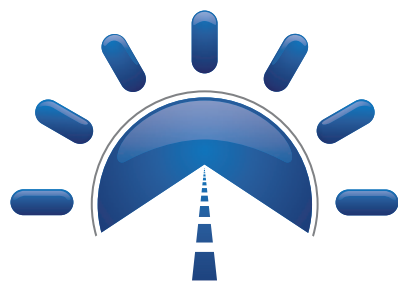


# THE FIRST THING WE DESIGNED AND ENGINEERED WAS A NEW PHILOSOPHY.

We started by refocusing on the most important person of all:

the customer. Then we went to work, rebuilding our entire company to be more responsive than ever. For example, when our customers wanted more peace of mind, we created the best warranty in the business: our exclusive Lifetime Powertrain Warranty.<sup>(1)</sup> To deliver more value for our customers' money, we made major enhancements to 12 of our most popular vehicles, plus we built five cars with at least 28 highway mpg<sup>(2)</sup> that sell for under \$20,000.<sup>(3)</sup> Our knowledge of today's computer-savvy drivers drove us to raise the bar on in-car technology with our MyGIG® systems<sup>(4)</sup> that feature an available 30GB hard drive and UConnect® hands-free calling. Our unwavering commitment to safety and security has resulted in 20 vehicles with Five-Star government frontal crash test ratings.<sup>(5)</sup> To help protect our planet, we offer 11 vehicles that have earned the U.S. EPA's SmartWay<sup>SM</sup> environmental certification, 11 nameplates that run on E85 fuel, and two new hybrid SUVs that are arriving soon. We're also creating a new Customer Advisory Board to better serve our owners' needs in the future. It's a new day at Chrysler. So visit one of our Dodge, Chrysler or Jeep dealers today and experience all of the improvements for yourself. You'll see why we have the confidence to say: If you can find a better-built, better-priced, better-backed car...buy it.



## IT'S A NEW DAY



ChryslerListens.com

(1)See dealer for limited warranty and details. Non-Transferable. Not available on SRT, diesel and certain fleet vehicles. (2)EPA estimated. (3)Based on MSRP's, excluding tax. (4)MyGIG in-dash DVD capability is not available in all states. See dealer for details. (5)Star ratings are part of the U.S. government's SaferCar program (www.safercar.gov). Chrysler, Jeep and Dodge are registered trademarks of Chrysler LLC.

	JOB#: 130379	DATE: 02/07/08	2:15 PM
	REV: 2	OPERATOR: RLP	L/S@100 PDF
	Troy Office		

	<b>N82281</b>	Client: Jeep Dealer Services	Live: 10.87" x 21" (h)	AD: Chrumka	<b>880Group Signoff</b> Operator Initials: _____ Date: _____	<b>Proofreading Signoff</b> Initials: _____ Date: _____ Changes? <input type="checkbox"/>
	Date: 02.07.08	Product: 2008 C/J/D Brand	Trim: N/A	AB: Bruder		
	Step: 05 - JK	Title: It's a New Day	Bleed: N/A	AC: McComas x3723		
	Specs: 4/c FPG NWSP	Sreen: 133 line screen	PP: Baldwin			

