

The Jeep® Brand Provides Official Transportation for Nobel Laureates

Written by JardaKo

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Jeep

The Jeep® Brand Provides Official Transportation for Nobel Laureates Attending the 2012 World Summit of Nobel Peace Laureates in Chicago, April 23-25

- Fleet of Jeep® Grand Cherokee SUVs to transport the Nobel Peace Laureates attending the global conference

April 20, 2012 , Chicago - As the Nobel Peace Laureates arrive in Chicago for the 2012 World Summit of Nobel Peace Laureates, a fleet of 2012 Jeep® Grand Cherokee SUVs will be waiting to transport them as the “Official Transportation Sponsor” of the 2012 World Summit.

“The Jeep brand is honored to provide transportation for the esteemed Nobel Peace Laureates who have dedicated their lives to causes affecting world peace,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC.

In addition to providing vehicle support for the global conference, support vehicles will be provided to The Permanent Secretariat of Nobel Peace Laureates and World Summit organizers.

On Wed., April 25, Chrysler Group LLC’s Chief Marketing Officer Olivier Francois will present a tribute video honoring the “2012 Peace Summit Award” recipient, actor, founder and CEO of J/P Haitian Relief Organization Sean Penn for his efforts in helping to rebuild and aid the victims affected by the devastating 2010 earthquake in Haiti.

The 12th World Summit, themed “Speak Up, Speak Out for Freedom and Rights,” will focus on peace, human rights and youth involvement. Chicago is the first North American city to host the World Summit of Nobel Peace Laureates.

Jeep Brand

Built on over 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.

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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.

