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Freedom Edition a 'Tip of the Hat' to U.S. Military

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the hood and rear quarter panels, along with an "Oscar Mike" (military jargon for "on the move") fender badge.

Jeep will donate \$250 from each Wrangler Freedom Edition it sells to charities that benefit U.S. military members.

Specifically, funds will be split between the Fisher House Foundation and the I Support Foundation.

Fisher House Foundation provides a "home away from home" for military families to be close to a loved one during hospitalization for an illness, disease or injury.

The I Support Foundation provides resources to troops returning home - such as jobs and various healthcare needs - and issues grants to 40 charities that provide valuable services to U.S. veterans.

"The Jeep brand has a long, renowned history that began with its significant presence and success within the U.S. military," said Mike Manley,

president and CEO - Jeep Brand, Chrysler Group LLC.

"Jeep - and particularly the Wrangler - is the icon for capability and durability, and is a true symbol of American freedom.

"The new Jeep Wrangler Freedom Edition is created in honor of Jeep's one-of-a-kind history, and as a tribute to all of the brave men and women who have (served) and continue to serve in the U.S. military.

"It is with both pride in our history and gratitude to all those who have served that we have chosen to donate \$250 from each Jeep Wrangler Freedom Edition to be divided between these important charitable organizations that benefit current and returning military members."

Chrysler Group LLC also offers a \$500 cash allowance to military members that may be applied toward the retail purchase or lease of an eligible Chrysler, Jeep, Dodge, Ram Truck or FIAT vehicle.

Eligible consumers include active military, active military reserve, retired military (hon-

orable discharge and 20 years of service required), and retired military reserve (honorable discharge and 20 years of service required).

The new 2012 Wrangler Freedom edition is now available in Jeep showrooms.

The new limited-edition 2012 Jeep Wrangler Freedom model is based on the best-selling Sport model, and is available as a two-door Wrangler or four-door Wrangler Unlimited model. It is offered in three colors only: Deep Cherry Red, Bright White, and new True Blue that for 2012 is exclusive to the Wrangler Freedom edition model.

Jeep Wrangler Freedom edition exterior features include unique Mineral Gray-painted 17-inch alloy wheels borrowed from the Wrangler Rubicon, Mineral Gray-painted grille and front and rear bumper inserts, body-color wheel arches and side steps, prominent "Oscar Mike" star-in-circle fender badges and decals on the hood and rear quarter panels, black side-steps with matching black tail lamp guards and a Mopar fuel

fill door, and a Sunrider soft top with deep-tint rear windows.

Interior treatments on the new 2012 Jeep Wrangler Freedom edition include black seats with rugged tectonic fabric, an "Oscar Mike" logo embroidered on the seat backs in silver stitching, French Silver accent stitching on the steering wheel, doors, seats and front arm rest, and "Quick Silver" accents on the front passenger grab handle, door pulls and dash vent rings.

Finishing touches include Satin Chrome spokes on the leather-wrapped steering wheel and Mopar Slush Mats.

Other standard features include power windows and locks, remote keyless entry, a leather-wrapped steering wheel with audio controls, and UConnect voice command and connectivity group.

The 2012 Jeep Wrangler Freedom edition will be available at a Manufacturer's Suggested Retail price of \$28,165 for Wrangler two-door models and \$30,670 for Wrangler Unlimited four-door models.

Troy Car Show Is Aug. 5

The city of Troy's annual classic car show, "Troy Traffic Jam: Chrome, Muscle and Music," will roar into the Columbia Center (201 W. Big Beaver Road) for its 5th year on Sunday, Aug. 5, from 10 a.m.-3 p.m.

Proceeds from the Troy Traffic Jam benefit the Troy

Historical Society and Troy Historic Village, which preserve and interpret the heritage of Troy.

Applications from interested car owners are being accepted now. Cars will be judged in over 15 categories as well as Best of Show. E-mail cindy.stewart@troymi.gov.

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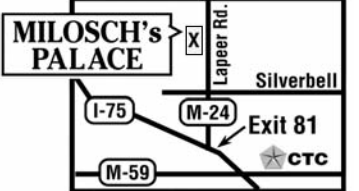
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SCAN ME



1953 Chevrolet Corvette Motorama Show Car gave GM an indication the vehicle would be a big hit.

GM's XP-122 Still Thrives as a 'Vette

DETROIT - On June 30, 1953, the first of a new kind of Chevrolet - indeed, a new kind of American car - rolled off an assembly line in Flint, Mich.

The car had only two seats. There were no roll-up windows, or exterior door handles, for that matter. Its body wasn't stamped from steel but, rather, molded from reinforced fiberglass.

While the postwar Baby Boom was in full swing, this was definitely not a family car. This was a very personal vehicle, one that promised a driver and a passenger all of the thrills of the open road.

Skeptics gave the car little chance of lasting beyond an initial run of a few dozen units. However, 60 years later the Chevrolet Corvette survives - and thrives - as an American automotive and cultural icon.

"Through the years, Corvette certainly offered state-of-the-art features, designs, technologies and performance," said Tadge Juechter, vehicle chief engi-

neer for Corvette.

"However, I think what has made the Corvette such an enduring concept is the exciting experience of driving one.

"No matter what your station in life, when you're behind the wheel of a Corvette, you're an Olympic athlete - able to go faster, stop quicker, and turn better than everyone else," Juechter continued.

"Very few cars can match that experience. And no other car has delivered that experience as well, or to more people, than the Corvette."

Barely five months before Tony Kleiber, a Flint plant body assembler, drove that first Chevrolet Corvette off the line and into automotive history, the icon in the making was little more than a designer's dream.

Corvette was first created under the code-name XP-122 to provide Americans with a glimpse of a European-style sports car designed for this side of the Atlantic. It was one of several concept cars un-

veiled in January, 1953, at the GM Motorama show in the ballroom of the Waldorf Astoria Hotel in New York City.

With a world war not far behind them, people wanting a glimpse of the automotive future lined up around the block to view the new concept vehicles.

At the Waldorf Astoria - and at every other Motorama stop across the country - Chevrolet's sporty little roadster ignited many Americans' imaginations.

In fact, the Corvette was so popular that Chevrolet executives decided to thrust the two-seat roadster into production, albeit on a very limited basis.

Initial plans called for about 150 Corvettes, primarily to help draw potential customers into Chevrolet dealerships scattered across the U.S.'s then-48 states. Overwhelming demand doubled the first-year production to 300 units. The following year, the Corvette moved to a GM assembly facility in St. Louis, Mo., where 3,640 Corvettes were built for the 1954 model year.

Those first Corvettes sparked Americans' 60-year love affair with the Corvette.

Since 1953, more than 1.5 million Corvettes have been built. Those cars have become synonymous with American performance - from cruising down Americana on Route 66 to taking the checkered flag at the world's most prestigious road race, the 24 Hours of Le Mans.

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