

Jeep® Brand: Freedom, Adventure, Authenticity and Passion

- All-new Jeep® Renegade: most capable small SUV ever combines Jeep heritage with cool new styling to appeal to youthful and adventurous customers
- Five 2016 Jeep SUVs achieve at least 30 miles per gallon (mpg)

August 31, 2015, Auburn Hills, Mich. - Now in its eighth decade of legendary heritage, the Jeep® brand continues to deliver an open invitation to live life to the fullest by offering a full line of vehicles that provide owners with a sense of safety and security to handle any adventure with confidence. Since 1941, when the first Jeep vehicle was born, the brand has continued to engineer and produce unique, versatile and capable vehicles.

Since its inception three-quarters of a century ago, the Jeep brand has been closely linked with the ideas of freedom, authenticity, adventure and passion:

- Freedom: Jeep vehicles have long been known as the “original fun and freedom machines,” those that “go anywhere and do anything.” And from its beginning, freedom was at the forefront of the Jeep brand, given the role Jeep vehicles played in World War II
- Adventure: Doers, dreamers, discovery — “going anywhere, doing anything”
- Authenticity: Being true to its heritage with an unwavering commitment to leading capability and strength engineered into all Jeep vehicles
- Passion: Enthusiasm held by Jeep team members and vehicle owners for the unique lifestyle and vehicles offered by the Jeep brand

In 2014, the Jeep brand set its third consecutive all-time global sales record with 1,017,109 vehicles sold, bettering the brand's previous annual highs of 731,565 units sold in 2013 and 701,626 units sold in 2012. 2014 marked the fifth consecutive year of Jeep sales increases globally and in the U.S.

In 2015, the Jeep brand expanded its lineup to the small SUV segment with the introduction of the all-new Jeep Renegade, which delivers a unique combination of best-in-class off-road capability, open-air freedom and convenience, a segment-first nine-speed automatic transmission that contributes to outstanding on-road driving dynamics, world-class refinement, two fuel-efficient MultiAir engines with more than 30 miles per gallon (mpg), and a host of innovative safety and advanced technology features. Renegade marks the fifth SUV in the Jeep lineup to achieve at least 30 miles per gallon (mpg).

With the greatest range of SUVs under one brand, the Jeep vehicle portfolio consists of:

Cherokee: The mid-size SUV that offers legendary Jeep Trail Rated 4x4 capability combined with no-compromise on-road driving dynamics and fuel economy improved up to 45 percent versus its predecessor. The Cherokee delivers numerous innovative features, including a segment-first nine-speed automatic transmission, three new 4x4 systems, rear-axle disconnect, and a host of advanced safety, security and technology features

Compass: A compact SUV with sophisticated, premium design, unsurpassed 4x4 fuel economy, freedom, utility, and Jeep 4x4 cachet and capability – all at a terrific value

Grand Cherokee: The most-awarded SUV ever, balancing legendary Jeep capability with world-class craftsmanship, premium on-road driving dynamics and an array of advanced safety, security and technology features

Grand Cherokee SRT: The best-performing Jeep vehicle ever, achieving 0-60 mph in 4.8 seconds, quarter mile in mid-13 second range and top speed of 160 mph, Grand Cherokee SRT is a powerful, refined, luxurious and technically advanced premium SUV

Patriot: A compact SUV delivering the fun, adventure and value only Jeep can offer, with unsurpassed 4x4 fuel economy and segment-leading capability. Jeep Patriot is the best-priced SUV in America

Renegade: The newest addition to the Jeep vehicle lineup, Renegade enters the growing small SUV segment. The most capable small SUV ever, Renegade boasts legendary Jeep capability, superior driving dynamics, cool and youthful styling, more than 30 mpg fuel economy, and numerous segment-exclusive technologies once found only on premium SUVs

Wrangler: The icon of the Jeep brand, it remains true to its heritage as the original fun-and-freedom machine. Wrangler features a recently updated new interior and available premium body-color hardtop, along with the FCA US LLC 3.6-liter Pentastar V-6 engine that delivers fuel efficiency, power and on-road refinement

Wrangler Unlimited: The only four-door 4x4 convertible SUV on the market with room for five adult passengers, Wrangler Unlimited also features an available premium hardtop and the 3.6-liter Pentastar V-6 engine.

Whether identified by their ownership of multiple Jeep vehicles, or their regular attendance at branded events, or by their abundance of Jeep gear – branded products from clothing to baby strollers – Jeep owners all have one common trait: a vehicle providing benchmark all-weather capability that allows them to go anywhere and do anything. It's not unusual to see Jeep vehicles sporting a bumper sticker that reads, "It's a Jeep thing...you wouldn't understand."

To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand-drive versions and with gasoline and diesel powertrain options.

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