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## **All-new 2011 Jeep® Grand Cherokee and Dodge Charger Win Ward's "10 Best Interiors"**

### **Award**

- Ward's "10 Best Interiors" award for all-new 2011 Jeep® Grand Cherokee and Dodge Charger highlight Chrysler Group LLC's commitment to interior design, craftsmanship and quality
- Premium Nappa leather, low-gloss soft-touch materials and authentic aluminum or burl wood accents surround passengers in a world-class environment
- With an all-new interior design extensively draped with premium Saddle leather and Black Olive burl wood, the 2011 Jeep Grand Cherokee Overland Summit is the ultimate in luxury and comfort
- Dodge Charger's all-new interior is an enthusiast's office with its real aluminum driver's bezel, state-of-the-art Uconnect® Touch – the segment's largest touchscreen infotainment system – and four distinct interior color combinations for customer personalization

April 10, 2011, Auburn Hills, Mich. - Two of Chrysler Group LLC's most iconic and all-new vehicles, the 2011 Jeep® Grand Cherokee Overland Summit and 2011 Dodge Charger Rallye Plus, each won the prestigious Ward's "10 Best Interiors" award, affirming that the company's leadership in interior designs and quality execution are among the elite in the world.

"The progress Chrysler Group has made in all its new vehicle interiors is breathtaking," said Drew Winter, Editor-in-Chief – *Ward's AutoWorld*. "The Jeep Grand Cherokee and Dodge Charger are especially striking because of their craftsmanship, high-quality surfaces and bold use of color."

*Ward's* editors drove a record 51 all-new or significantly upgraded vehicles throughout February and March in determining the 2011 *Ward's* "10 Best Interiors" award winners.

"I'm happy that the team's hard work is recognized, and to have the honor of winning two of *Ward's* '10 Best Interiors' illustrates how our cross-functional product teams are working together to deliver our customers the execution of the world's best – at an attainable value," said Klaus Busse, Head of Interior Design – Chrysler Group LLC. "And with their expressive cabins crafted in premium materials and world-class precision, the 2011 Jeep Grand Cherokee and Dodge Charger highlight just the beginning of where we are taking our interior designs."

The 2011 Jeep Grand Cherokee Overland Summit and Dodge Charger Rallye Plus will join the eight other "10 Best Interiors" award winners and will be recognized in a special ceremony at this year's *Ward's* Auto Interiors Conference. The annual conference will held May 17 at The Henry Hotel in Dearborn, Mich., where Chrysler Group's Ralph Gilles, President and CEO – Dodge Brand, and Senior Vice President – Product Design, will be the keynote speaker.

### **All-new 2011 Jeep Grand Cherokee Overland Summit**

The interior of the Overland Summit model elevates the all-new 2011 Jeep Grand Cherokee to new levels of indulgence and refinement for drivers seeking the ultimate personal driving statement in a premium sport-utility vehicle.

"The 2011 *Ward's* '10 Best Interiors' award helps prove that the new Grand Cherokee is truly a no-compromise Jeep," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "By combining this award-winning interior with the Jeep brand's legendary 4x4 capability, even the most discriminating customers can have it all."

The Jeep Grand Cherokee Overland Summit emphasizes an unparalleled level of the authenticity of the Jeep brand, with attention to detail and hand-craftsmanship throughout. As the most luxurious Jeep in the lineup, the Overland Summit model features Black lower and New Saddle upper interior leather-wrapped trim on its door panels, center console and instrument panel with accent piping.

Surrounding passengers with the highest levels of craftsmanship and world-class materials, the Jeep Grand Cherokee Overland Summit features unique Black Olive burl real wood trim on the instrument panel and doors, contrasts the two-tone leather-wrapped environment. Distinctive satin silver and chromed accents highlight the interior for a truly upscale look and feel.

The 2011 Jeep Grand Cherokee Overland Summit features an all-new two-gauge instrument cluster that is surrounded by satin silver and chrome, and features LED back-lighting, which makes it easier to read at night. A new three-spoke heated steering wheel with Black Olive burl wood accent features ergonomically located steering-wheel mounted control functions placed on the front and back of the spokes.

Attention to detail, including how controls and surfaces should feel were benchmarked against the world's best. The center stack neatly houses Jeep Grand Cherokee's climate controls, radio and an electronic switch bank. Even the HVAC outlet wheels have a sensual feeling. Located on the bottom of the center stack is a covered bin lined with a rubber mat that is illuminated when opened and perfect for tucking away a cellular phone or other hand-held devices. For a finished look and premium feel, the glovebox and the armrest upper-storage compartments features velvet-like surfacing that also helps to prevent unwanted noise from stored items.

Located next to the gear shifter are illuminated cup holders. The center console storage is capable of storing up to seven CDs or DVDs and houses a power outlet and iPod docking station. Additional storage may be found on doors that are equipped with map pockets which also include a designated space to store a water or soda bottle.

This Jeep Grand Cherokee model features an all-new seat design for maximum driver and passenger comfort. First-row seats feature molded shoulder corners, giving seats a robust look. Finished in New Saddle colored premium Nappa leather, the heated and ventilated front seats and 60/40-split-fold and reclining heated-rear seats feature perforated inserts, with accent colored piping and French-seamed stitching. Berber floor mats with Black and Chestnut accent binding finish off the distinctive interior.

Interior refinements and thoughtful details make the all-new 2011 Jeep Grand Cherokee Summit pleasing to its passenger. Aircraft-inspired LED lighting is placed within the interior cabin, map pockets, door grab handles and foot wells — perfect for driving or entering and exiting the vehicle at night. Several storage and convenience features have been designed into the rear cargo area including an available grated, protective floor accented with a durable and bright finish. The spare tire has a dedicated space underneath the cargo floor that also contains two removable bins ideal for storing beverages or muddy gear. Also new to the rear cargo area is a storage unit with a removable/rechargeable flashlight. New and improved grocery hooks are placed on each side of the rear cargo compartment.

The 2011 Grand Cherokee Overland Summit edition available at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$42,495 for 4x2 models, and \$45,995 for 4x4 versions (plus \$780 destination respectively).

#### **All-new 2011 Dodge Charger Rallye Plus**

The interior cockpit of the 2011 Dodge Charger Rallye Plus is meant to be an enthusiast office. The all-new design features premium materials throughout.

"The all-new Dodge Charger delivers world-class performance and technology wrapped around standout American styling and premium materials at a value few manufacturers can match," said Ralph Gilles, President and CEO — Dodge Brand, Chrysler Group LLC. "The honor of winning the *Ward's* '10 Best Interiors' award underscores the Company's commitment to deliver our customers interior design excellence they deserve at a price they can afford."

With premium materials and its driver-centric design theme inspired by the 1971 historic model and 1999 concept car, the interior of the 2011 Dodge Charger Rallye Plus is instantly brought to life by the new driver's bezel. The premium aluminum-lithograph bezel enables a seamless, billeted and highly-detailed appearance that carries through the instrument cluster and center console. Thanks to advanced manufacturing techniques, the aluminum bezel features

one-piece construction for a consistent appearance from nearly the A-pillar to the surrounding area of the Uconnect® Touch, highlighting all the ergonomically located vehicle functions for the driver.

Transmitting the performance chassis' world-class feel of the road, this all-new Dodge Charger features a new thick-rimmed three-spoke steering wheel for enhanced performance feel and grip. The right-sized 360 degree heated-steering wheel features silver metallic painted spokes at the 3-, 6- and 9 o'clock positions and is available in hand-stitched leather.

The integrated center stack design eliminates traditional "picture framing" of the radio and climate control elements, resulting in a distinctive "flow-through" appearance that conveys simplicity and uniformity from the instrument panel through the center console. Keeping the center stack design tidy is the all-new state-of-the-art Uconnect® Touch. With the segment's largest touchscreen infotainment system (8.4-inch screen), Uconnect Touch neatly centralizes all of Dodge Charger Rallye Plus' in-vehicle connectivity and climate controls.

Surrounding passengers with comfort and craftsmanship, Dodge Charger Rallye Plus features soft-to-touch cast-skin upper instrument and door panels with a premium dual gloss finish. The cast-skin panels incorporate a soft backing — a notable upgrade from more common painted surfacing — so when the driver or passengers touch or lean against it, it is soft, while delivering the high-levels of perceived quality expected from a world-class performance sedan. Dimensional graining in the instrument panel and upper door surfaces enables an upscale dual-gloss appearance.

Areas, including the seats, lower-instrument panel, interior-door scallops and door "islands," are coordinated for a consistent color design and are available in four distinct color combinations — including premium materials in Black with Tan and Black with Radar Red — to provide 2011 Dodge Charger Rallye Plus owners' the opportunity to personalize their car. In addition, Dodge Charger Rallye Plus features significantly upgraded five passenger seating, including 12-way power driver and passenger heated-front seats (including four-way lumbar), and 60/40-split-fold heated-rear seats wrapped in soft Nappa leather.

No detail on the 2011 Dodge Charger was overlooked. The heated/cooled and front cupholder features rubberized retention-fingers can be adjusted to prevent beverages from tipping. For a clean design aesthetic, a tambour door slides into place when the cupholders are not being used. Even the A-, B- and C-pillars are wrapped in fabric — an execution once seen only on premium import E-segment sedans.

Oversized door pockets feature grained surfacing on all four doors and integrate bottle holders. An oversized illuminated glovebox with dampened hinges features velvet-like interior surfacing, center-positioned illumination for even light distribution and even an upper shelf to store the owner's manual. A cubby bin located in front of the shifter surface also carries a rubberized mat, as well as a 12-volt power outlet.

The substantial amount of storage space in the 2011 Dodge Charger Rallye Plus is not only intuitively designed for optimal use but also tactfully refined. The crafted protein-vinyl wrapped center armrest opens for easy access to the USB port, auxiliary input jack or auxiliary power outlet.

Inside, abundant ambient LED lighting is located in footwells, door-pull cups, overhead console (to light the center console below), door map pockets, front cupholders, armrest-mounted rear cupholders and cubby bin located in front of the center console shifter.

The 2011 Dodge Charger Rallye Plus is available at dealerships now with a MSRP of \$29,170 (plus \$825 destination).

#### **About the Jeep brand**

Built on 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.

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.

### **About the Dodge brand**

Dodge is a full line of cars, crossovers, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that leave them wanting more.

For the 2011 model year, the Dodge brand is filling dealer showrooms with a vast array of new and updated products. The Dodge product line includes the all-new Dodge Durango and Dodge Charger, significantly revamped Grand Caravan, Journey, Avenger and Challenger, and the Dodge Caliber and Dodge Nitro.

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