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All-new 2012 Jeep® Grand Cherokee SRT8® to Enter Bullrun with Pro Racer Robby Gordon

- The most powerful, technologically advanced, high-performance Jeep® vehicle ever
- Best performing Jeep vehicle ever will be available during third-quarter of 2011
- 2011 Bullrun road rally to run from Las Vegas, Nev. to Miami, Fla. starting Friday, July 8

July 7, 2011, Auburn Hills, Mich. - The most powerful, technologically advanced, high-performance Jeep® vehicle ever – the all-new 2012 Jeep Grand Cherokee SRT8® will participate in the 2011 Bullrun road rally with professional race driver Robby Gordon behind the wheel. Not available until the third-quarter of this year, the 2012 Grand Cherokee SRT8 will be a stand out amongst the other entries typically consisting of exotic sport and luxury vehicles.

“This is a fantastic opportunity to highlight the capabilities of the 2012 Jeep Grand Cherokee SRT8,” said Mike Manley, President and CEO — Jeep Brand, Chrysler Group LLC. “With Robby Gordon pushing the limits, the world will see that the Jeep Grand Cherokee SRT8 really is the ultimate performance SUV. Never before has there been such an expression of Jeep capability and utility, world-class performance, luxury and refinement, and advanced innovative technology in one vehicle.”

The 2012 Jeep Grand Cherokee SRT8 is equipped with Chrysler Group's all-new 6.4-liter HEMI® V-8 with Fuel Saver Technology that delivers an estimated 470 horsepower and 465 lb.-ft. of torque – an improvement of 45 horsepower and 45 lb.-ft. torque over the 6.1-liter HEMI V-8 it replaces. The best handling Jeep vehicle ever features a new SRT-tuned, adaptive damping suspension managed by the new Jeep Selec-Track system that interacts with several different systems (stability control, adaptive damping, transmission shift strategy, transfer case torque proportioning, Electronic Limited Slip Differential performance, throttle control and cylinder de-activation) to automatically tune the dynamics of the vehicle.

The Bullrun Live Rally is the most glamorous and high profile of the new breed of high-end luxury lifestyle automotive rallies. Each year, a hundred of the world's finest super-cars embark on an epic eight-day rolling party across the USA - bringing together a celebrity strewn cast of characters for an unforgettable adventure. Participants start each day not knowing where they will be heading next. This year's rally takes place from July 8th- July 15th starting in Las Vegas, Nev. and ending in Miami, Fla.

About Jeep Brand

Built on 70 years of legendary heritage, Jeep is the authentic SUV brand 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.

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