

Contact: Ariel Gavilan
Michele Callender

Jeep® Brand at the 64th International Frankfurt Motor Show

- **Jeep® Grand Cherokee SRT8®: the most powerful and high-speed Jeep vehicle ever**
- **Jeep Wrangler 3.6-liter V-6: the Pentastar engine equipped on the Jeep icon**
- **Jeep Wrangler Arctic: the legend defines the myth**

September 8, 2011, Auburn Hills, Mich. - The Jeep® brand is in Frankfurt with four previews for the European public. The star of this year's motor show is the high-performance SRT8® model of the brand's flagship Grand Cherokee, powered by the all-new 6.4-liter HEMI® V-8 engine producing 470 horsepower SAE (351 kW). The new Jeep Grand Cherokee SRT8 displayed for its European premiere on the Jeep stand in Frankfurt features a Deep Cherry Red exterior color and Black leather interior. The new generation of Grand Cherokee SRT8 is the most powerful and high-speed Jeep vehicle ever produced, boasting performance of an authentic super-car.

Together with the introduction of the all-new 3.6-liter Pentastar V-6 engine with 284 horsepower DIN (209 kW) that will join the 2012 Jeep Wrangler and Wrangler Unlimited lineup – now also enhanced by improved on-road driving comfort – the American brand showcases in Frankfurt the all-new Jeep Wrangler Arctic special-edition model, adding a new factory-customized model for Wrangler.

In the spotlights of the Jeep stand in Frankfurt, the all-new Jeep Grand Cherokee Interior Concept is a design study created to explore the stylistic potential of the Jeep flagship. The exclusive White Gold exterior delivers additional refinement and style to Grand Cherokee. The cabin of the Interior Concept introduces a new concept of elegance and accommodates driver and passengers in an exclusive living room of soft blue leather.

Jeep also presents to the public in Frankfurt the new Flex Fuel version of the 3.6-liter Pentastar V-6 engine that will be equipped on the 2012 Jeep Grand Cherokee European lineup. Designed to run on regular gasoline, the 3.6-liter V-6, 286 horsepower DIN (210 kW) unit of the Jeep flagship will add flex-fuel capability to run also on E-85.

The theme for the Jeep stand in Frankfurt is "The Power of a Line." The line stands for lineage and symbolizes the strength of the legendary Jeep brand's heritage. It traces back 70 years to tell the story of constant evolution of an iconic brand in the automotive industry – a brand that stands for the true original off-road vehicle... a brand that has always been able to reinvent itself while standing for the same core values, retaining its DNA. Reaching back seventy years, the line is virtually connecting the original 4x4 dated 1941 to the products of today.

Located inside of Hall 6, the 760-square-meter (8,180-sq-ft) exhibition area features a functional design. The stand shows the multiple terrains where Jeep vehicles can express their capabilities, in the city as well as on extreme off-road tracks. The columns are transformed into dynamic elements that, thanks to large LED surfaces, will interact with the screen placed on the wall in the background. Here, emotional videos will feature the main characteristics of each Jeep model.

Also, the use of colors has been carefully considered. The white, gray and beige on the stand's floor mark the boundaries between sand dunes, snow drifts and grand city boulevards – perfect backgrounds to test the 4x4 capability and on-road performance of Jeep SUVs.

A dedicated area will host the merchandising corner where elegant display cases will present the newest Jeep lifestyle collection.

Jeep Grand Cherokee SRT8

The new generation of the Jeep Grand Cherokee SRT8 makes its European debut at this year's Frankfurt Motor Show. Grand Cherokee SRT8 combines the legendary Jeep capability and utility with head-turning 'Street and Racing Technology' performance. With the all-new 6.4-liter HEMI V-8 that delivers 470 horsepower SAE (351 kW) and 630 N•m (465 lb-ft) of torque, the best-performing Jeep vehicle ever achieves 0-100 km/h in 4.9 seconds, a top speed of 255 km/h (up to 160 mph) and 100-0 km/h braking within 35m.

The new Jeep Grand Cherokee SRT8 is also the best-handling Jeep vehicle ever and features advanced new active damping suspension managed by a new Selec-Track system. A new active valve exhaust system allows for standard Fuel Saver Technology to ensure a 13-percent improvement in highway fuel efficiency and 720-km range (more than 445 mi). The lowered profile, race-inspired interior and exclusive SRT steering wheel with mounted paddle shifters give a performance-oriented style to the Jeep flagship and anticipate the sporty performance granted both on road and at the race track.

The new Jeep Grand Cherokee SRT8 will be available in European Jeep dealerships in the first quarter of 2012.

Jeep Wrangler 3.6-liter Pentastar V-6

In Frankfurt, Jeep introduces the all-new 3.6-liter Pentastar V-6 petrol engine that will be equipped on the 2012 Jeep Wrangler and Wrangler Unlimited. Wrangler is the icon of the Jeep brand and the original 4x4 appreciated worldwide for its extraordinary off-road capability and its unique personality.

The 3.6-liter V-6 powertrain improves Jeep Wrangler's on-road driving dynamics and refinement, providing more fuel efficiency, more power and more torque. The new 3.6-liter Pentastar engine delivers 284 horsepower DIN (209 kW) and 347 N•m (256 lb-ft) of torque and is paired with an upgraded five-speed automatic transmission for refined shifting and greater performance. The proven six-speed manual transmission is also available on the new 3.6-liter Pentastar engine.

Quieter operation and improved on-road comfort now combine with even more off-road prowess. The new petrol engine joins the 2.8-liter turbo diesel powertrain already available in the European Jeep Wrangler lineup, in combination with a five-speed automatic and a six-speed manual transmission.

The 3.6-liter Pentastar engine will be introduced in Jeep dealerships in Europe starting November 2011 and will be equipped on the Sport, Sahara and Rubicon trim levels of Jeep Wrangler and Wrangler Unlimited.

Jeep Wrangler Arctic

In order to highlight the most adventurous soul and the legendary 4x4 capability of the iconic Jeep Wrangler, Jeep introduces in Frankfurt the all-new Arctic special-edition model.

The grueling and demanding environments of the arctic offer the type of terrain the legendary Jeep Wrangler was engineered to conquer. Based on the Jeep Wrangler Sahara model, the Arctic's winter theme is immediately recognizable. The new special edition features exclusive styling cues. The Arctic badge and decal recall the Yeti, the legendary creature that according to folk tradition lives in the uncontaminated nature of the extreme North.

With unique black 17-inch wheels, original Mopar® accessories and an exclusive interior enhanced by distinctive colors and details, Jeep Wrangler Arctic is powered by the new 3.6-liter Pentastar V-6 petrol engine matched with the automatic five-speed transaxle or by the 2.8-liter turbo diesel powertrain paired with a six-speed manual or five-speed automatic transmission.

The new Arctic model will be introduced in European Jeep dealerships in the first quarter of 2012 and will be available for Jeep Wrangler and Wrangler Unlimited.

Jeep Grand Cherokee Interior Concept

Jeep presents in Frankfurt the all-new Jeep Grand Cherokee Interior Concept. With exclusive blue leather seats and careful interior details, the new concept is a design exercise that shows what level of first-class refinement, style and craftsmanship the Jeep brand can reach with its flagship model. The Grand Cherokee Interior Concept combines the power and on-road comfort of a high-class sedan with advanced Jeep technology in a unique package inspired by excellence.

Jeep Brand

The Jeep brand stands for freedom, adventure, authenticity, passion and uniqueness: the five values of the Jeep DNA translate into styling, functionality, craftsmanship and benchmark capability. Built on 70 years of legendary heritage, Jeep is the authentic SUV with versatility and class-leading capability for people who seek extraordinary journeys when driving on extreme terrains as well as in the city. The Jeep brand delivers an open invitation to live life to the fullest by offering a full range of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

A brand boasting an extraordinary tradition, Jeep has always been able to reinvent itself to offer innovative products marked by a strong personality and fitted with characteristics that set the benchmark for an entire category of vehicles.

2011 is a very special year for Jeep as it marks, together with the brand's 70th anniversary, the renewal of the lineup through the launch in Europe of four main new products. Starting with the refreshed iconic Jeep Wrangler and Wrangler Unlimited equipped with the Jeep-first Stop/Start technology together with a new, more powerful and fuel-efficient diesel engine, 2011 is also the year of the new Jeep Grand Cherokee fitted with the all-new 3.0-liter turbo diesel with Multijet II technology. The brand flagship shares its design cues with the refreshed Jeep Compass, the compact SUV of the Jeep family.

For more information, please visit the Jeep brand media site for Europe: www.jeepress-europe.com

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