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Jeep® Grand Cherokee: The Most Awarded SUV Ever Gets Even Better For 2014

Premium SUV redefined with best-in-class fuel economy, available clean EcoDiesel engine, legendary Jeep® capability, advanced user-friendly technology, world-class craftsmanship and benchmark on-road refinement

- New 3.0-liter EcoDiesel V-6 engine delivers an estimated best-in-class 30 miles per gallon (mpg), driving range of more than 730 miles and best-in-class towing capability of 7,400 pounds
- New eight-speed automatic transmission boosts fuel efficiency across all powertrains while improving Grand Cherokee's legendary 4x4 performance with a lower crawl ratio
- More luxurious than ever: world-class craftsmanship includes a new Grand Cherokee Summit model
- More than 60 advanced safety and security features; most in class
- Legendary Jeep® capability courtesy of three 4x4 systems, class-exclusive Quadra-Lift air suspension and class-leading Jeep Selec-Terrain traction management system with new Selec-Speed Control
- Array of advanced user-friendly technology features including new 8.4-inch touchscreen display, 7-inch customer configurable multiview cluster display, Uconnect Access and cloud-based voice texting

January 13, 2013, Auburn Hills, Mich. - Jeep® Grand Cherokee – the most awarded SUV ever and the vehicle that has long defined what a premium SUV should be – gets even better for 2014.

The new 2014 Jeep Grand Cherokee completely redefines the premium SUV, delivering consumers an unprecedented combination of best-in-class fuel economy and driving range, available clean-diesel technology, a choice of leading powertrain options, legendary benchmark capability, world-class craftsmanship, premium on-road driving dynamics, and a host of advanced user-friendly technology and safety features.

"With the new 2014 Jeep Grand Cherokee, we have taken the industry's most highly acclaimed SUV and elevated it to an even higher level," said Mike Manley, President and CEO — Jeep Brand, Chrysler Group LLC. "Jeep has proudly separated Grand Cherokee even further from its competitors by enhancing its unique elegance, efficiency, capability and technological features. Consumers will clearly find the new Jeep Grand Cherokee to be even more of a pleasure to drive – on any and all roads, on the most demanding trails, and in all weather conditions."

For 2014, Jeep Grand Cherokee delivers an anticipated best-in-class 30 miles per gallon (mpg) highway courtesy of a new 3.0-liter EcoDiesel V-6 engine for North America and a new eight-speed transmission. The new 3.0-liter EcoDiesel V-6 boasts an unmatched driving range of more than 730 miles.

A new eight-speed transmission drives the new EcoDiesel, as well as Grand Cherokee's 3.6-liter Pentastar V-6 engine – now expected to achieve up to 25 mpg highway and more than 600-miles driving range – and its 5.7-liter V-8, now achieving up to an estimated 22 mpg highway.

Legendary Jeep capability comes courtesy of three available 4x4 systems, Jeep's Quadra-Lift air suspension system and class-leading Selec-Terrain traction management system. Grand Cherokee boasts best-in-class towing of 7,400 pounds, and an improved crawl ratio of 44.1:1 for 2014.

A new, refined exterior design – complete with available new bi-xenon headlamps with signature LED daytime running lamps (DRL) – provides an even more premium appearance. Interior luxury is achieved with premium amenities including Natura leather, exotic open-pore wood trim and new color offerings.

The new 2014 Jeep Grand Cherokee includes even more safety and security features – more than 60, including Front

Park Assist, Forward Collision Warning with Crash Mitigation, Adaptive Cruise Control, and Selec-Speed Control – as well as an array of advanced user-friendly technology features for North America such as Uconnect 8.4-inch touchscreen radio with integrated climate and infotainment controls, a 7-inch customer configurable multiview display cluster, Uconnect Access Via Mobile and cloud-based voice texting.

Built in Detroit, the 2014 Jeep Grand Cherokee is available in Laredo, Limited, Overland and Summit models.

Powertrain: Best-in-class fuel economy

New 3.0-liter EcoDiesel V-6

North American off-road enthusiasts have been clamoring for a diesel-powered Grand Cherokee. Jeep has delivered, and consumers will benefit greatly – on the trail, and especially in everyday driving.

Producing a class-leading 240 horsepower and a massive 420 lb.-ft. of torque, Jeep's 24-valve dual-overhead cam 3.0-liter EcoDiesel V-6 delivers clean-diesel technology with low CO2 emissions.

Capable of towing a best-in-class 7,400 pounds, the EcoDiesel-powered Jeep Grand Cherokee is expected to deliver 22 mpg city and 30 mpg highway in 4x2 models, resulting in a best-in-class driving range of more than 730 miles. 4x4 models deliver an estimated 21 mpg city and 28 mpg highway. Fuel economy is 43 percent more than competitive gasoline-powered V-8 SUVs in the segment.

New eight-speed automatic transmission

Jeep Grand Cherokee's new EcoDiesel engine – as well as its V-6 and V-8 gasoline engine offerings – transfers power via Chrysler Group's new eight-speed automatic transmission, significantly improving fuel economy across the Grand Cherokee lineup.

In addition to enhancing fuel economy, the new, robust and durable eight-speed transmission delivers quicker acceleration and precise, smooth shifting, enhancing ride quality to luxury car levels. An additional benefit is a lower crawl ratio of 44.1:1 to aid in climbing over – or through – tough obstacles, when equipped with a two-speed transfer case.

New steering wheel paddle shifters offer improved driver control both on- and off-road, including Electronic Range Select when using Selec-Speed Control in extreme off-road situations.

3.6-liter Pentastar V-6

Chrysler Group's award-winning 3.6-liter Pentastar V-6 engine debuted on the 2011 Jeep Grand Cherokee, and featured an all-new design with dual overhead camshafts and a high-pressure die-cast aluminum cylinder block in a 60-degree configuration. Featuring variable-valve timing (VVT), the flex-fuel V-6 delivers 290 horsepower and 260 lb.-ft. of torque.

Mated to a new eight-speed transmission, Pentastar-powered Grand Cherokee models now tow up to 6,200 pounds – a 24 percent increase versus the previous model year. The Pentastar and eight-speed transmission combination is expected to result in 17 mpg city / 25 mpg highway on 4x2 and an estimated 17 mpg city and 24 mpg highway on 4x4 models with a driving range of more than 600 miles – best-in-class for gas-powered SUVs.

Renowned 5.7-liter V-8

Fuel economy improvements are not exclusive to Grand Cherokee's V-6 powertrains. The 5.7-liter V-8 packs 360 horsepower and 390 lb.-ft. of torque with best-in-class towing capacity of 7,400 pounds. Now mated to the new eight-speed transmission – and with VVT and Chrysler Group's seamless Fuel Saver cylinder-deactivation technology – V-8 fuel economy is expected to increase 10 percent to14 mpg city and 22 mpg highway on 4x2 models, and an estimated 14 mpg city and 20 mpg highway on 4x4 models.

New Eco Mode

Another contributor to Grand Cherokee's improved fuel economy is a new Eco Mode for 2014. Eco Mode optimizes the transmission's shift schedule and, in V-8 models, Fuel Saver cylinder deactivation. In addition, the Eco Mode activates Grand Cherokee's air suspension system, lowering it to "Aero Ride Height" when the vehicle speed remains between 52 mph and 56 mph, or exceeds 56 mph.

Eco Mode is automatically engaged upon vehicle startup. A button on the center stack allows driver's to disengage Eco Mode if more spirited performance is desired.

Capability: Legendary, from Jeep

Go Anywhere 4x4 systems

The new 2014 Jeep Grand Cherokee features three available 4x4 systems (Quadra-Trac I, Quadra-Trac II and Quadra-Drive II), an available Quadra-Lift air suspension and a Selec-Terrain traction management system, all of which instill Grand Cherokee with its legendary Jeep capability.

Quadra-Trac I delivers full-time four-wheel drive without any switches or levers to pull. The system provides smooth operation of the vehicle over a variety of road conditions. This light-weight single-speed case is both proven and efficient for enhanced fuel economy.

The Quadra-Trac II's two-speed transfer case uses input from a variety of sensors to determine tire slip at the earliest possible moment and takes corrective action. The system also uses throttle anticipate to sense quick movement in the throttle from a stop and maximizes traction before tire slippage occurs. When wheel slippage is detected, as much as 100 percent of available torque is instantly routed to the axle with the most traction.

Quadra-Drive II, with a rear Electronic Limited-slip Differential (ELSD), delivers industry-leading tractive capability. The system instantly detects tire slip and smoothly distributes engine torque to tires with traction. In some cases, the vehicle will anticipate low traction and adjust in order to proactively limit or eliminate slip.

Selec-Terrain is standard with Quadra-Trac II and Quadra-Drive II.

Quadra-Lift air suspension system

The 2014 Jeep Grand Cherokee rises above the road and rocks with the rugged, class-exclusive Quadra-Lift air suspension system. The Quadra-Lift system features five height settings for optimum ride performance:

- Normal Ride Height (NRH): 8.7 inches of clearance offers improved fuel economy as well as improved aerodynamics during on-road driving
- Off-road 1: Lifts the vehicle an additional 1.3 inches from NRH for added height in clearing obstacles (10.0 inches)
- Off-road 2: Delivers legendary Jeep off-road capability and provides an additional 2.6 inches from NRH for 11.3 inches of ground clearance
- Park Mode: Lowers the vehicle 1.6 inches from NRH for easy ingress/egress. NRH and Park Mode are driver selectable allowing the driver full control over vehicle ride height
- Aero Mode: Lowers the vehicle 0.6 inches from NRH. Aero Mode is controlled by vehicle speed and adjusts for optimal performance and fuel economy. The vehicle will also lower to Aero Mode when in Sport Mode

When the vehicle is operating in Eco Mode, it lowers itself to Aero Mode further enhancing Jeep Grand Cherokees aerodynamics for optimum efficiency.

Quadra-Lift adds up to 4.2-inches of lift span supported by four-corner air springs that provide a cushioned, premium ride. Quadra-Lift operates automatically, or may be controlled manually with console controls.

With the front air dam removed and the available Quadra-Lift air suspension, the 2014 Jeep Grand Cherokee features a 35.8-degree approach angle, a 29.6-degree departure angle and 23.5-degree breakover angle.

Selec-Terrain

In addition to the Quadra-Lift air suspension, the Grand Cherokee's class-leading Selec-Terrain traction control system allows customers to choose the on- and off-road setting for optimum performance. This feature electronically coordinates up to 12 different powertrain, braking and suspension systems, including throttle control, transmission shift, transfer case, Hill-descent Control and Selec-Speed Control.

The Selec-Terrain system has been refined for 2014 and offers five different driving conditions to achieve the best driving experience on all terrains:

- Sand: Traction control and Quadra-Lift operate with sensitive response to wheel spin, and torque tuned

for optimal performance in sand
- Mud: Traction control and Quadra-Lift operate with sensitive response to wheel spin, and torque tuned for optimal performance in mud
- Auto: Automatically adapts to any on- or off-road situation
- Snow: Vehicle traction adjust for ultimate performance over snow-covered roads
- Rock: Quadra-Lift air suspension system raises to maximum height of 11.3 inches, while the transfer case, differentials, and throttle coordinate to provide low-speed control

Sport Mode, previously found on the Selec-Terrain controller, is now engaged with the shift lever. Sport Mode provides enhanced on-road "fun-to-drive" capability.

Selec-Terrain, coupled with the Quadra-Lift air suspension, offers drivers an adjustable suspension span that delivers Trail Rated performance.

New Selec-Speed Control with Hill-ascent and Hill-descent Control allows drivers to control Grand Cherokee's speed both up and down steep, rugged grades with the steering wheel paddle shifters – without the need for throttle or brake pedals (late availability on EcoDiesel).

Jeep Trail Rated

All 2014 Jeep Grand Cherokees equipped with Off-road groups are Trail Rated. The Jeep Trail Rated badge on the 2014 Jeep Grand Cherokee indicates that the vehicle is designed to perform in a variety of challenging off-road conditions, identified by five key consumer-oriented performance categories: traction, ground clearance, maneuverability, articulation and water fording.

Design: Head-turning, premium craftsmanship

Exterior

When Jeep introduced the 2011 Grand Cherokee, it quickly impressed consumers with its cohesive, upscale design that was still able to convey the rugged capability one expects in a Jeep vehicle. For 2014, Jeep Grand Cherokee builds on this success, conveying an even higher level of opulence and strength.

All trim levels of the 2014 Jeep Grand Cherokee have been given an even more premium look, while simultaneously making each trim level readily identifiable at a glance. On all models, the upper grille is shorter in height and the headlamps are slimmer. The lower front fascia has been slightly elevated, and fog lights have been raised and are more pronounced within the fascia design. Together, these changes give the front of the Grand Cherokee a more substantial appearance while still preserving the vehicle's ground clearance at its lower edge.

Of course, Grand Cherokee retains Jeep's classic seven-slot grille and trapezoidal wheel arches.

The rear of the 2014 Jeep Grand Cherokee features new, larger tail lamps with signature LED lighting, a larger, more aerodynamic rear spoiler, and a re-sculpted tailgate that offers greater visibility. A more pronounced Jeep badge is now found directly on the tailgate between the tail lamps. Lower rear fascias are now model-specific, and dual exhaust tips are standard on all Limited, Overland and Summit models.

A key exterior feature of the new 2014 Grand Cherokee is signature front and rear LED lighting. These unique lights allow Grand Cherokee to be instantly recognizable, night or day, from a great distance. Standard on Overland and Summit and available on Limited are bi-xenon high-intensity discharge (HID) headlamps (adaptive on Summit) that are outlined with signature LED running lamps.

Interior

The award-winning interior of the Jeep Grand Cherokee is clearly one of the most technically advanced, well-crafted interiors in the industry. Immediately noticeable is the revised center stack featuring new Uconnect 5-inch or 8.4-inch touchscreens. Controls for radio and climate are found below the screen and have easily identifiable knobs and buttons. Following the center stack down onto the center console reveals a new leather-wrapped E-shifter for the eight-speed transmission.

Another recognizable change is a new three-spoke steering wheel. Wrapped in leather, it features sections of wood on Overland and Summit models. All Grand Cherokee models include standard paddle shifters mounted on the back of the new steering wheel – which perfectly frames the new curvilinear gauge cluster that features the 7-inch

customer-configurable multiview display.

Each Grand Cherokee model has its own unique style of luxury and ambiance based on materials and color patterns. Laredo and Limited models feature dark wood trim on the dash and doors. Door handle and dash vent bezels, as well as the trim on the center console, feature a slight gold hue to their brush aluminum look. Limited models also have bright insert door sill scuff plates and bright metal accents that run along the bottom of the wood trim and that adorn the cargo bay. Premium cloth seating is standard on Laredo while Capri leather seating is standard in Limited.

Overland models have several modern luxury touches not typically found on high-end imports. A standard stitched-leather instrument panel and available open-pore wood are two of the prominent interior design cues, and add a distinct touch of modern luxury. Wood trim is also found on the top portion of the leather-wrapped steering wheel. A final touch is the addition of rear-seat footwell and rear door-pocket ambient lighting.

Grand Cherokee Summit models continue to carry the torch for premium interiors in the SUV segment. Premium Natura-Plus leather seating with heated, ventilated and memory front seats, open-pore wood trim and Copper accents are available on Summit in Black or Jeep Brown. Also unique to Summit is a premium suede-like material covering the A-pillars and headliner.

Another impressive feature found on Summit models is a nineteen-speaker, 825-watt high-performance Harman Kardon surround sound audio system. This state-of-the-art system features a twelve-channel amplifier, three sub-woofers and surrounds the occupants in high-definition sound.

Overland and Summit models come loaded and include the CommandView dual-pane sunroof that features a power sunshade (available on Limited). Laredo and Limited models feature an available single-pane sunroof.

Safety and Security: Class-leading number of advanced features
The new 2014 Jeep Grand Cherokee offers more than 60 advanced safety and security features – highest in its class.

New safety features include Forward Collision Warning with Crash Mitigation and Selec-Speed Control, which includes both Hill-ascent Control and Hill-descent Control, assisting drivers with climbing and ascending steep grades.

Among Grand Cherokee's 63 advanced safety and security features are standard electronic stability control (ESC) that delivers four security features to improve overall vehicle handling and performance both on- and off-road: Electronic Roll Mitigation (ERM) reacts and applies brakes during extreme situation, while available Selec-Speed Control and Hill-start Assist (HSA) work with standard trailer-sway control (TSC) to enhance off-road and towing capabilities.

In addition, standard front-row active head restraints, standard full-length side-curtain air bags and standard seat-mounted side thorax air bags offer enhanced occupant protection to passengers in the event of a collision.

Blind-spot Monitoring and Rear Cross Path detection, which aid drivers when changing lanes or in parking lot situations, are also available.

Advanced Technology: Segment-leading offerings
The new 2014 Jeep Grand Cherokee delivers customers an array of innovative advanced technologies for driver safety and passenger enjoyment. Available Uconnect Access, a new Uconnect 8.4-inch touchscreen, one-shot voice command navigation and a customer customizable multiview cluster display highlight the state-of-the-art features.

Grand Cherokee's unique Uconnect Access system for North American markets is based on powerful embedded cellular technology that leverages Chrysler Group's strategic partnership with Sprint. Uconnect Access connects vehicle occupants directly with emergency personnel with a push of the "9-1-1" button on the Grand Cherokee's rear-view mirror.

Uconnect's powerful cloud-based voice recognition capability allows customers to keep their hands on the steering wheel and interact with devices easily. The cloud also enables voice texting, in addition to one-shot voice commands for navigation and audio controls.

A new, user-friendly Uconnect 8.4-inch radio with touchscreen display is available on all models, while the instrument cluster now features a high-tech appearance with a new customer configurable multiview display, with 7-inch Thin-Film Transistor (TFT) liquid-crystal technology.

On-road refinement: Premium driving dynamics
Jeep Grand Cherokee is widely known for its outstanding on-road driving dynamics and quietness, thanks in part to its front and rear independent suspension. Variable-rate rear springs deliver improved on-road handling and comfort that complements the vehicle's off-road capability. Premium on-road manners are enhanced with more than 5,400 welds in the body alone.

The independent front and rear suspension features isolated front and rear suspension cradles along with variable-rate rear springs to deliver improved on-road handling and comfort while complementing the vehicle's legendary off-road capability. The rear suspension also allows the spare tire to be stored inside the vehicle as opposed to underneath.

Grand Cherokee's steering also has been carefully calibrated for the right amount of assistance whether cruising the parking lot or a twisty two-lane mountain road. Electrohydraulic assistance is used on EcoDiesel and Pentastar V-6 models.

Dimensionally sound
The vehicle's 114.8-inch wheelbase creates generous interior room and gives passengers expansive rear-seat knee and leg room, and large front door openings and rear doors open 78 degrees for better access to the interior.

Inside, premium seating includes room for five passengers. A standard fold-flat front-passenger seat provides improved cargo storage room (Laredo models).

For added passenger comfort, rear seats recline 12 degrees. There also is a 12-degree forward angle to allow 24 degrees of variation.

Cargo volume behind the second row measures 36.3 cu. ft. and includes a storage unit with a rechargeable flashlight and grocery hooks on both sides. The spare tire compartment includes removable dual storage bins for secure storage of muddy gear or other items.

The power rear liftgate is standard or available on all 2014 Jeep Grand Cherokee models.

Quality: Improving the most awarded SUV ever
How do you improve the most awarded SUV ever? The Jeep team starts by listening to its customers.

"We're very happy with the long list of product and quality accolades the Jeep Grand Cherokee has earned," said Doug Betts, Senior Vice President — Quality, Chrysler Group LLC. "But the most important feedback comes from customers telling us what they'd like to see improved. We are constantly looking at feedback and responding with improvements."

Key upgrades for the 2014 Jeep Grand Cherokee include an eight-speed automatic transmission to improve performance and fuel economy plus the newest Uconnect system that balances advanced technology and connectivity features with easy-to-use controls and voice commands.

From the driver's seat, everything the driver sees, touches – and even speaks to using voice commands – is enhanced to increase function, connectivity and responsiveness. Not only does it work better, it looks better packaged in more premium materials and elegant graphics. This includes a redesigned steering wheel that is optimized for driving position while also providing control buttons for frequently-used features such as radio, cruise control, phone and voice-activated commands. Customer feedback helped designers and engineers determine the ideal location for fingertip controls so that drivers could comfortably keep their hands on the wheel and eyes on the road.

Another significant interior change for Grand Cherokee is the availability of the new Uconnect 8.4-inch touchscreen. Connectivity and touchscreens involve rapidly changing technology and ever-increasing consumer expectations – both of which have a significant impact on the overall quality assessment of new vehicles. The Uconnect team

constantly evaluates consumer feedback, placing a high priority on designing systems that are intuitive for both tech-savvy customers as well as tech-averse drivers who prefer hard knobs to adjust the climate or radio station.

For the past two years, Jeep Grand Cherokee has earned the title as the Total Quality leader for the medium-size SUV segment by Strategic Vision. The honor is based on new vehicle owner surveys that holistically assess consumers' good and bad experiences with their new vehicle. Similarly, the Jeep team values all comments from customers – especially feedback that leads to enhanced quality and customer satisfaction.

Manufacturing: Built in Detroit

The new 2014 Jeep Grand Cherokee is built at the 3-million-square-foot Jefferson North Assembly Plant (JNAP) in Detroit, which has been the site of Grand Cherokee production since its introduction in 1992. To meet consumer demand, a third crew of 1,100 workers was added at JNAP in the fourth quarter of 2012.

The Global Jeep Brand

Jeep is Chrysler Group's truly global brand, representing three-quarters of all Company sales outside of North America.

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability and versatility for people who seek extraordinary journeys. The 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, Wrangler, Wrangler Unlimited, Patriot and Liberty (Cherokee outside North America). To meet consumer demand around the world, all models are available in right-hand-drive versions and with gasoline and diesel powertrain options. With this portfolio, Jeep brand's global sales have increased more than 100 percent since 2009 – including a 160-percent increase in international markets.

Jeep Grand Cherokee is the Company's top-selling model and was introduced internationally in 1992. Since that year, the Jeep brand has sold nearly 5 million Grand Cherokee vehicles – more than 600,000 from markets outside North America.

The year 2012 brought record sales for the Jeep brand worldwide, with Grand Cherokee contributing approximately 220,000 units globally, with 52,000 units from international markets. Since 2009, Jeep Grand Cherokee sales have increased more than 200 percent in the U.S., and 250 percent outside North America.

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