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## Jeep® at the 2013 Geneva International Motor Show

- European premiere of the new Jeep® Grand Cherokee 2014: the most awarded Large SUV ever has been renewed in terms of internal and external design, technological contents and performance thanks to the new eight-speed automatic transmission
- European debut for the new Jeep Compass 2014: revised interior and exterior design, new PowerTech six-speed automatic transmission and all-new safety features
- European preview of the Jeep Wrangler Rubicon 10th Anniversary Edition: the new special-edition model celebrates the most capable off-roader in its category

March 4, 2013, Auburn Hills, Mich. - After a year of significant commercial success, Jeep® returns to the 2013

Geneva Motor Show with three European premieres: the new 2014 Jeep Grand Cherokee, the new 2014 Jeep Compass and the new Jeep Wrangler Rubicon 10th Anniversary special-edition model. The three Geneva reveals represent a further expression of the brand's constant evolution in terms of innovation, technological contents and performance.

The year 2012 was one of significant growth for Jeep, both in terms of sales and brand image. Jeep was one of the brands boasting the most consistent growth in Europe, with sales growing by almost 20 percent – a result that also allowed Jeep to set a new all-time global sales record by selling over 700,000 vehicles last year worldwide.

The 1056 square-meter Jeep exhibition area in Geneva is located in Hall 5. An extreme sandy off-road track and a modern urban skyline are the backgrounds chosen to communicate to visitors the extraordinary dynamic characteristics that belong to Jeep SUVs and their ability to express their personality in the most diverse environments: in the city as well as on challenging off-road trails.

The new 2014 Jeep Grand Cherokee is the star of the Jeep stand in Geneva. Already the most-awarded large-size SUV ever, Grand Cherokee features a new eight-speed automatic transmission. Available on the entire engine lineup, the new transmission significantly reduces consumption and emissions while improving acceleration and securing smoother gear shifting.

New exterior and interior design features characterize each trim level of the Jeep flagship in a unique way. News for the exterior include new bi-xenon headlamps offered as standard and boasting LED daytime running lights (DRLs), a new design for the wheels and new interior/exterior color combinations. The use of premium materials, such as Natura Plus leather and high-quality wood, as well as the introduction of a new three-spoke steering wheel deliver an exclusive character to the interior.

New contents are also offered in terms of infotainment, thanks to the new, advanced Uconnect system with 8.4-inch touchscreen and the all-new-for-the-brand 7-inch TFT customer configurable display cluster.

Legendary Jeep capability comes courtesy of two four-wheel-drive systems (Quadra-Trac II and Quadra-Drive II), the Jeep Quadra-Lift air suspension and the Selec-Terrain traction management system.

The new 2014 Jeep Grand Cherokee offers the most advanced safety features, including updated Forward Collision Warning with Crash Mitigation and all-new Selec-Speed Control. Both complement the vehicle's already rich array of standard active and passive safety systems.

The new 2014 Jeep Grand Cherokee will be introduced across European markets in the third quarter of 2013 and will be available in Laredo, Limited and Overland trim levels plus a more exclusive Summit top-of-the-range model.

Another European debut at the Jeep stand in Geneva is for the new 2014 Jeep Compass. Equipped with a new six-speed PowerTech automatic transmission, Compass boasts an updated exterior and a new, even more refined and comfortable cabin. Thanks to the smooth shifting allowed by the new gearbox, the 2014 Jeep Compass delivers improved driving performance. The new Compass also offers new safety features, including front-seat-mounted side air bags and ParkView rear backup camera, and a rich array of features for increased on-board comfort when driving in the city and on off-road trails.

Standard features include air conditioning, power/heated exterior mirrors, fog lamps, keyless entry, Cruise Control, a removable/rechargeable light, Electronic Stability Control, Electronic Roll Mitigation, Hill-Start Assist, anti-lock disc brakes and 60/40 fold-flat rear seat.

The new 2014 Jeep Compass will be introduced across Europe in the second half of 2013 in three different trim levels, including the already existing Sport and Limited and the all-new North model.

The new Rubicon 10th Anniversary special-edition model of the iconic Jeep Wrangler is also making its European debut at the Jeep stand in Geneva. Introduced to celebrate the tenth anniversary of the Rubicon trim level – the most capable model in the Wrangler lineup and the most capable off-road production vehicle in its category ever – the new special-edition vehicle will be available as a two-door Wrangler or four-door Wrangler Unlimited, both powered by petrol or diesel powertrains.

The exterior of the new special-edition model feature unique styling cues that deliver to the iconic Jeep Wrangler an exclusive look, including an all-new dual-intake Power Dome hood and 17-inch Rubicon aluminum wheels painted black with polished faces and red Jeep Wrangler logo on the outside lip. The interior offers exclusive red leather seats with a Rubicon 10th Anniversary logo embroidered into the front seat backs. Red stitching adorns the central console and the leather steering wheel.

The new Jeep Wrangler Rubicon 10th Anniversary Edition special-edition model will be introduced in Europe during the third quarter of 2013.

### **Jeep Stand in Geneva**

The stand underlines the versatility of the brand that stands for personality and technology. A spacious, contemporary-style area was set up to showcase the new technological contents of the 2014 Jeep Grand Cherokee. A sand dune landscape evokes the legendary off-road capabilities of the iconic Jeep Wrangler, the most capable off-road production vehicle in its category.

At the stand, the all-new, fully interactive leaflet of the 2014 Jeep Grand Cherokee will be available for distribution to the public. All video contents contained in the leaflet will also be available in “augmented reality” on all mobile devices, smartphones and tablets. After downloading the AR-Code mobile application from App Store, GooglePlay and all major Android platforms, the user can frame the images contained in the leaflet, from the cover to the last page, and access the related video material. This will allow the user to get familiar with the main product news available on the new Grand Cherokee – including new design features and technological innovations – in a simple, dynamic and intuitive way.

In addition, all video contents, which have been mostly developed through the use of computer graphics, will be released on the web, on the official Jeep social channels in Europe and on Jeep-people.com – the “web and social platform” dedicated to those people who identify with the values of the Jeep brand. These contents will also be available on the Jeep channels on the main social networks, including:

- [www.facebook.com/JeepOlllllllOpeople](http://www.facebook.com/JeepOlllllllOpeople)
- [www.youtube.com/JeepOlllllllOpeople](http://www.youtube.com/JeepOlllllllOpeople)
- [www.twitter.com/Jeep\\_People](http://www.twitter.com/Jeep_People)
- [www.instagram.com/jeepeople](http://www.instagram.com/jeepeople)
- [www.pinterest.com/jeepeople](http://www.pinterest.com/jeepeople)
- [www.flickr.com/jeep-people](http://www.flickr.com/jeep-people)

The stand will also host a merchandising corner where visitors will be able to buy exclusive accessories and apparel of the Jeep lifestyle collection.

Through illustrative materials and dedicated publications handed out at the stand, visitors will be introduced to the products of FGA Capital, a finance company specializing in the automotive sector. The finance company is operative in all the major European markets, and in Switzerland with Fidis Finance, with only one goal: to support the sales of all Fiat Group Automobiles brand vehicles by offering innovative financial products with high added-value services targeted to the dealership network, private customers and companies.

A dedicated area at the stand will also showcase the exclusive accessories created by Mopar<sup>®</sup>, the division of Fiat SpA and Chrysler Group LLC responsible for Parts & Service activities and Customer Care operations. The iconic Jeep Wrangler, displayed in the four-door, Unlimited 2.8-liter CRD Sahara version, paired with automatic gearbox, will feature a special Mopar customization boasting a chrome mesh grille and exhaust tip, as well as body-color mirror caps and hard spare tire cover. All of these design elements add a premium look to the Wrangler. Supplemental splash guards, hood lock and door sill guards contribute to convey upgraded functionality.

### **About Jeep Brand**

Jeep is Chrysler Group's global brand and accounts for three-quarters of all Company sales outside of North America.

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 for EMEA (Europe, Middle East and Africa) consists of Compass, Grand Cherokee, Wrangler, Wrangler Unlimited, Patriot and Cherokee (the latter model is available only in specific markets). To meet consumer demand around the world, all six Jeep models are available in right-hand-drive versions and with petrol and diesel powertrain options. Thanks to this comprehensive portfolio, Jeep brand's global sales have increased more than 100 percent since 2009, with a 160-percent increase in international markets.

With over 700,000 units worldwide, the year 2012 brought record sales for the Jeep brand, with the flagship Jeep Grand Cherokee contributing approximately 220,000 units globally, including 52,000 units from international markets. Since 2009, Grand Cherokee sales have increased more than 200 percent in the U.S. and 250 percent outside North America.

Jeep Grand Cherokee is Chrysler Group's top-selling model. Approximately 5 million Grand Cherokee vehicles have been sold since its first introduction in 1992, including more than 600,000 in markets outside North America.

For more information on the Jeep brand and its vehicles in Europe, please visit:  
[www.jeepress-europe.com](http://www.jeepress-europe.com).

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