

Contact: Amy Delcamp

Todd Goyer

## **All-new 2014 Jeep® Cherokee Design: Progressive Exterior and a Sculpted, Beautifully Crafted Interior**

Jeep Design cues prevalent inside and out

- All-new 2014 Jeep® Cherokee unveils a fresh form language for the Jeep brand: a modern approach with a fluid, yet rugged, design
- 2014 Jeep Cherokee features authentic Jeep heritage, designed for the future with a global appeal
- Best-in-class capability with aggressive approach and departure angles and rugged, protective lower body on Trailhawk models
- 2014 Cherokee displays a powerful stance, aggressive wheel-to-body proportion and commanding road presence
- Inviting and comfortable interior with hand-sculpted forms
- Well-crafted interior components offer world-class levels of fit and finish with high-quality materials
- All-new 2014 Jeep Cherokee is loaded with state-of-the-art, high-tech, easy-to-use features and thoughtful amenities that will surprise and delight customers

September 8, 2013, Auburn Hills, Mich. - The all-new 2014 Jeep® Cherokee mid-size sport-utility vehicle (SUV) debuts a progressive exterior designed for the future with a global appeal. Fluid, sleek exterior lines highlight the efficient, wind-splitting upper body of the all-new Cherokee. The tough, protective lower body conveys the legendary capability that is characteristic of every Jeep. The rugged lower and smooth upper body is divided by the key waterline feature that connects the exterior 360 degrees.

The interior of the all-new 2014 Jeep Cherokee is modern, inviting and comfortable. A sophisticated, new design, hand-sculpted forms, signature Jeep design cues, high-quality materials, precision craftsmanship and attention-to-detail raises the bar in the mid-size SUV segment. A cockpit loaded with easy-to-use, useful technology; clever, thoughtful storage features and 70 available safety and security features – including 10 standard air bags – give the driver and passengers everything they want for any adventure they take.

### **2014 Jeep Cherokee exterior design**

Jeep designers were inspired to create a vehicle that remains true to the brand while moving it into the next era with a shape that is as efficient as the vehicle and ages gracefully without losing the DNA that makes it a Jeep. The all-new 2014 Jeep Cherokee not only looks efficient and capable, but is efficient and capable – on-road, off-road and in all weather conditions.

“Our objective with the Cherokee was to visually convey that this is an all-new Jeep while still communicating legendary best-in-class capability,” said Mark Allen, Head of Jeep Design — Chrysler Group LLC. “But the rest of the equation has changed. Our vision was a smooth and flowing upper body with signature Jeep cues such as the peaked seven-slot grille, trapezoidal wheel arches and the functional ‘kink’ in the beltline mated to a tough, durable lower body. We wanted a design that is fluid and efficient yet still rugged and looks at home on the trail or at the theater.”

The all-new 2014 Jeep Cherokee has a powerful stance, an aggressive wheel-to-body proportion and a commanding road presence. The aggressive approach and departure angles contribute to the best-in-class capability.

The 2014 Jeep Cherokee was designed with integrated aerodynamic features to reduce drag and assist in improving fuel economy. Aerodynamically designed features include:

- Fully integrated, aerodynamic tuned body
- Extensive rear spoiler
- Integrated underbelly pans
- Integrated sill aero spats
- Tail lamp design meant to kick air off the side of the body
- Lightweight aluminum wheels that were scrutinized for aero efficiency

The 2014 Jeep Cherokee incorporates subtle, signature Jeep cues throughout. At the front, Jeep designers subtly integrated a Wrangler outline into the front-end graphic.

The key waterline feature efficiently connects the rugged lower and smooth upper body.

The first key feature in the front of the all-new 2014 Jeep Cherokee is the waterfall hood with the iconic peaked, seven-slotted grille which includes a crisp, horizontal snap – a feature in many classic Jeep vehicles, including the previous SJ, XJ, YJ and TJ models. The hood is clearly defined and separated from the front fenders in a modern twist of Jeep heritage. The one-piece hood and grille assembly ensures a precise build.

Advanced LED lighting technology is used throughout the all-new 2014 Jeep Cherokee. Forward lighting features a very unique daytime running lamp (DRL) shape, which plays a dominant role in the fresh front-end proportion giving the impression of a slim headlamp. A well-hidden projector headlamp is almost in disguise below the DRLs, near the dark fascia. DRL feature lamps are placed high for water fording.

The front of the all-new 2014 Jeep Cherokee visually flows through the rest of the vehicle with windows that link together, with the fast front windshield speeding to the backlight.

The sides of the Cherokee project a fluid tension in surface execution and feature the signature Jeep trapezoidal wheel arches. The rich chrome appearance of the daylight opening (DLO) shape and execution draws a close relationship to the flagship Jeep Grand Cherokee creating consistency across the Jeep lineup. The diving DLO line with kick-up draws inspiration from the iconic half doors on the Jeep Wrangler. This function of the drop-down DLO allows the driver better visibility while spotting obstacles on the trail, and creates a beautiful form on the road.

The all-new 2014 Jeep Cherokee offers a choice of two open-air roof options. The new CommandView dual-pane sunroof is available for the first time in a mid-size SUV, as well as the industry-exclusive SkySlider open-air sunroof (late availability).

The rear of the new Cherokee is highlighted by the contemporary full LED tail lamps, which are an integral part of the rear backlight graphic, making the vehicle look stronger yet harmonious. This shape is the connection between the upper and lower rear as an interlocking graphic statement that brings a unique presence specific to this all-new Cherokee.

The lower fascia of the rear of the 2014 Jeep Cherokee was designed to allow for every license plate across the globe. The rear fascia also carries Jeep Cherokee-specific rear fog lamps and reflex.

The 2014 Jeep Cherokee is a design that is very adaptable.

The Trail Rated 2014 Jeep Cherokee Trailhawk model takes rugged design and capability to a whole new level. Exclusive exterior and interior colors, functional differences such as signature red front tow hooks, skid plates, and wider fender flares to accommodate aggressive all-terrain tires all add to Cherokee's rugged exterior appearance.

The all-new 2014 Jeep Cherokee is available in four different models: Jeep Cherokee Sport, Jeep Cherokee Latitude, Jeep Cherokee Limited and the Trail Rated Jeep Cherokee Trailhawk.

The Jeep Cherokee mid-size SUV will offer consumers 10 different exterior colors from which to choose: Bright White Clear Coat, Brilliant Black Crystal Metallic Clear Coat, Billet Silver Metallic Clear Coat, Deep Cherry Red Crystal Pearl Coat, Eco Green Pearl Coat, Mango Tango Pearl Coat, Cashmere Pearl Coat, Granite Crystal Metallic Clear Coat, True Blue Pearl Coat, and Anvil Clear Coat.

## **2014 Jeep Cherokee Interior Design**

The inspiration for the all-new 2014 Jeep Cherokee interior included exotic locations and terrain around the world that brought beautiful imagery to mind. The Cherokee interior is a sophisticated blend of hand-sculpted fluid shapes, high-quality materials, innovative color and material choices, precision craftsmanship, state-of-the-art technology and thoughtful, clever features. It is inviting and comfortable.

“The Jeep brand is well-known around the world, so when we were designing the Cherokee interior, we looked to the world for inspiration,” said Klaus Busse, Head of Interior Design. “Exotic countries such as Morocco, legendary terrain such as Mt. Vesuvius in Italy, and iconic landscapes, including the Grand Canyon were the inspiration for the color, tones and finishes used in the new 2014 Jeep Cherokee. Jeep, the go-anywhere do-anything SUV is forever connected with nature, so there is no better inspiration for the new interior of the Cherokee than some of the most intriguing landscapes around the world.”

The 2014 Cherokee interior was designed using four key principals:

- make an emotional design impact
- use high-quality materials
- include state-of-the-art technology
- develop clever storage features that use the interior space wisely

### **Emotional design**

When Jeep designers started work on the all-new interior of the 2014 Cherokee, they envisioned using unique elements to create an interior identity that customers can only get in an American icon.

The Jeep brand's recent Grand Cherokee and Wrangler introductions set the foundation for a new direction in interiors that the new Cherokee builds upon. Hand-sculpted, fluid shapes are found throughout the cabin. The interior has a strong, striking appearance but also has graceful movement. The water line is wing-like, reminiscent of an eagle soaring with its wings spread wide, supporting the instrument panel. The fluid shapes carry from the instrument panel around to the door panels. The sculptured appearance of the instrument panel is juxtaposed with the architectural detail of the air vents, evoking the exposed structure of a building or vertebrae in a skeleton.

The all-new 2014 Jeep Cherokee stays true to the Jeep brand inspiration from the brand's heritage. The signature trapezoidal plan view feature line is classic Jeep, reminiscent of the trapezoidal wheel arches on the exterior. The center stack bezel is inspired by the outline of the front grille of the 1940s Willys Jeep and continues the design language of its larger sibling, the Grand Cherokee.

The well-crafted components in the interior offer world-class levels of fit and finish.

The all-new 2014 Jeep Cherokee is available with five interior choices inspired from exotic locations and landscapes around the world.

The country of Morocco at night was the inspiration for the black interiors. When the sun sets in Morocco the light reflects the shapes and brings them to the light. There is high contrast with golden tones. Morocco interior is black with warm Moroccan Sun accent stitching, providing a contrast to the black. Morocco is available in cloth or leather and is a choice on all trim levels of the Cherokee.

Iceland was the inspiration for the black/light gray interiors. The cool hues reflect the Icelandic ocean and the cold terrain. The gray isn't too warm. It stays neutral. Silver accents complement the cool tone of the black and gray interior. Iceland is available in cloth or leather and is an option on Cherokee Sport, Latitude and Limited models.

Kilimanjaro inspired the Trailhawk-exclusive interior. The mountain and the Masai tribe that lives in the region influenced the design. The Jeep brown interior with red accents was born of the red hue of the earth in the region, the result of high sulfur content from volcanic eruptions over the years, giving the ground a red hue. Red is also a dominant color for the Masai tribe. The fabric in the cloth seats resembles a handmade basket weave. Golden-tone accents finish out the warm interior. Kilimanjaro interior is cloth with leather trim and is exclusive to the Cherokee Trailhawk model.

The Jeep brown interior was inspired by the Grand Canyon, American nature at its best. Based on the hues in the

rocks of the Grand Canyon, the warm, rich brown features golden-tone accent stitching. Grand Canyon is a cloth interior and is available on Cherokee Latitude models.

An image of Mt. Vesuvius in Italy inspired the Jeep-exclusive dark brown and Indigo Blue leather interior, Vesuvio. The dark brown and dark blue colors are highlighted with white accent stitching and silver trim. Vesuvio is available as a leather interior on Cherokee Limited models.

### **High-quality materials**

Premium materials abound wherever the customer touches the vehicle – the door uppers, the center armrest and the upper instrument panel. Interior trim soft to the touch and pleasing to the eye is found throughout the cabin.

A vinyl-wrapped, stitched instrument panel brow is standard on all models and the stitching carries over to the center console armrest and front door armrests.

Seats in the all-new 2014 Jeep Cherokee are ergonomically designed to support the contour of the body, and are trimmed with premium cloth or quality Nappa leather and are available with power adjustable, heated/ventilated seats with memory. Premium cloth fabrics include a unique interlocking graphic.

Unique features such as the available heated, leather-wrapped steering wheel, second-row seats that recline and move fore and aft, and available wireless charging pad will delight drivers and passengers alike.

### **State-of-the-art technology**

The all-new 2014 Jeep Cherokee was designed with thoughtful, state-of-the-art, high-tech features and amenities that are intuitive and easy-to-use.

The world-class thin-film transistor (TFT) 3.5-inch grayscale or 7-inch full-color reconfigurable instrument cluster allows the driver to enjoy a customized user experience and receive information and vehicle feedback in the format they prefer while keeping their hands on the wheel and eyes on the road.

The easy-to-use instrument cluster displays the basic information a driver needs at his or her fingertips but also allows the driver to add information they desire, similar to an iPhone.

The driver can select from a multitude of information that can be displayed in the center of the gauge cluster including turn-by-turn navigation, speed, real-time fuel economy, safety warnings, available Adaptive Cruise Control-Plus, audio information and Jeep-specific features including Selec-Terrain.

The available ParkSense Parallel/Perpendicular Park Assist System (first Chrysler Group availability) is displayed in the center of the gauge cluster and operated with buttons on the steering wheel and the shifter. The graphic walks the driver through the steps necessary to utilize the park assist system. The passion for the brand Jeep designers have is a fun fact in the park assist screen, which features a 1941 Jeep Willys graphic on each side of the open parking space.

An available award-winning 8.4-inch touchscreen multimedia command center – the largest in the segment – or the standard 5-inch touchscreen multimedia command center are attractive, intuitive and easy-to-use, and are located in the center stack. The Uconnect system allows the driver to control the audio, climate controls, heated/ventilated seats and much more from the touchscreen, redundant controls located on the center stack below the touchscreen or with voice commands. The touchscreen buttons are large and easy-to-see at a glance. The 8.4-inch color touchscreen Uconnect Access is user-friendly and includes Bluetooth connectivity, SiriusXM Radio, navigation, music, apps (Pandora, Aha, iHeartRadio and more), voice-to-text messaging and streaming audio capability.

The all-new 2014 Jeep Cherokee sports a thoughtfully designed, holistic interior system which provides maximum user convenience, including an integrated phone docking station and an available wireless charging pad concealed in the center console.

A premium 506-watt sound system is available with nine speakers and a subwoofer.

The 2014 Cherokee features the newly designed three-spoke Jeep steering wheel with audio, voice and speed

controls, adding a new level of technical sophistication.

### **Clever storage features**

Thoughtful, clever storage features make the most of the available interior space in the all-new 2014 Jeep Cherokee.

A refined, covered top bin is located above the center stack on top of the instrument panel for secured storage of items such as a wallet or phone. The front-passenger seat in the 2014 Jeep Cherokee folds flat and offers hidden, in-seat storage by flipping up the passenger seat cushion.

The all-new 2014 Jeep Cherokee features a glove box storage space deep and large enough to hold an iPad or most laptop computers.

The center console hosts the integrated phone docking station, USB and SD ports and auxiliary- power source. A small storage slot is located between the cup holders and the center console armrest, making the best use of the space available.

Two front cup holders incorporate grips to secure different sized beverage containers and are rubber lined, which makes them very easy to clean.

The center armrest on the 2014 Cherokee provides storage underneath and includes a large bin with an easy-to-clean rubber mat as well as housing the optional CD player, if equipped. The Cherokee features up to two 12-volt power outlets, one in the instrument panel and, on select models, a second outlet in the center console.

Available door map pockets incorporate beverage holders large enough for 20-ounce bottles.

Second-row seats recline and move fore and aft to increase legroom or storage room as needed.

The class-exclusive Jeep Cargo Management System makes the most of the cargo space in the all-new 2014 Jeep Cherokee. A universal module rack is mounted on the side in the rear cargo area and provides for hooks and a removable grocery bag. Other optional accessories compatible with the system are available through Mopar and include items such as off-road accessory kit for Trailhawk models including a tow rope and gloves and more, cargo bin, cargo mat, and a foldable cooler and first aid/emergency kit. The accessories mount securely to the rack for storage solutions the adventurous customer desires.

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