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All-New 2014 Jeep® Cherokee Loaded with More Than 70 Available Advanced Safety and Security Features

New features include Chrysler Group firsts: Parallel/Perpendicular Park Assist, Adaptive Cruise Control-Plus, LaneSense Lane Departure Warning-Plus and Forward Collision Warning-Plus

- The all-new 2014 Jeep® Cherokee is the first Chrysler Group vehicle equipped ParkSense Parallel/Perpendicular Park Assist, which uses ultrasonic sensors to guide the driver into parking spaces
- Adaptive Cruise Control-Plus helps maintain distance from the vehicle ahead and under certain conditions, can bring the vehicle to a full stop without driver intervention
- Forward Collision Warning-Plus deploys brakes to alert the driver about impact risk, and assist with driver response
- LaneSense Departure Warning-Plus leverages electronic power steering (EPS) to deliver a torque-input to alert and assist the driver with corrective action
- Ten standard air bags on every model, including seat-mounted side pelvic-thorax air bags in both rows and full-length side-curtain air bags
- 9-1-1 Assist Call featuring mirror-mounted buttons for emergency services, roadside assistance, Uconnect Customer Care and non-collision related emergencies

September 8, 2013, Auburn Hills, Mich. - Safety and security were at the forefront in the development of the all-new 2014 Jeep® Cherokee. The new Cherokee was engineered with more than 70 available safety and security features. The Jeep Cherokee starts with a strong foundation constructed with 65 percent high-strength steel. Engineers then added both active and passive safety and security features, including ParkSense Parallel/Perpendicular Park Assist – a first for a Chrysler Group vehicle; Adaptive Cruise Control-Plus; Forward Collision Warning-Plus; LaneSense Departure Warning-Plus; electronic stability control (ESC); electronic roll mitigation; Blind-spot Monitoring; Rear Cross Path detection; ParkView rear backup camera with dynamic grid lines and 10 standard air bags.

Standard and available safety and security features on the all-new 2014 Jeep Cherokee include:

1. 9-1-1 call/Assist Call: Mirror-mounted buttons for emergency services, roadside assistance, Uconnect Customer Care and non-collision related emergencies
2. Active turn signals: Turn signal flashes three times when stalk is depressed for one second to indicate a lane change (BUX models)
3. Adaptive Cruise Control-Plus: Helps maintain distance from the vehicle ahead and under certain conditions, can bring the vehicle to a full stop without driver intervention
4. Advanced multistage air bags: Inflates with a force appropriate to the severity of the impact. Meets FMVSS 208 advanced air bag requirements for smaller, out-of-position occupants
5. All-row full-length side-curtain air bags: Extend protection to all outboard front- and rear-seat passengers. Each side air bag has its own impact sensor that autonomously triggers the air bag on the side where an impact occurs. This type of air bag is housed in the headliner just above side windows
6. All-speed traction control system: Part of the standard anti-lock brake system (ABS), helps keep driving wheels from spinning during acceleration from a stop or during all speeds by applying individual brakes alone or in combination with engine torque limitation to prevent wheel slip
7. Anti-lock brake system (ABS): Senses and prevents wheel lockup, offering improved steering control under extreme braking and/or slippery conditions

8. Anti-lock brake system with rough-road detection: Anti-lock brake system is capable of detecting if the vehicle is driving on a rough road by the oscillations in the wheel speed signals. Rough road is detected on off-road surfaces or trails, and ABS enters a different pressure control where it will hold the brake pressure for longer pulses
9. Auto-dimming rearview mirror: Auto-dimming mirror automatically reduces glare from bright light allowing the driver to have a clearer view of the road ahead
10. Automatic headlamps: Headlamps turn on and off automatically depending on exterior light levels and when the windshield wipers are turned on or off
11. Automatic high-beam headlamps: Headlamp system adjusts to ambient light and oncoming traffic to deliver maximum lighting
12. Auto-reverse sunroof: The sunroof automatically reverses when it senses an obstruction during closing
13. Auto-reverse windows: The window automatically reverses when it senses an obstruction during closing
14. BeltAlert: Activates a chime and/or illuminates an icon in the instrument cluster to remind the driver and front passenger to buckle up if a vehicle is driven without belted front-seat occupants
15. Blind-spot Monitoring (BSM): Uses dual ultra-wideband radar sensors to aid the driver when changing lanes or if being passed by or passing unseen vehicles. The system notifies the driver of vehicle(s) in their blind spot via illuminated icons on the side-view mirror and with a driver-selected audible chime
16. Brake assist: In an emergency brake situation, the system applies maximum braking power, minimizing the stopping distance
17. Brake-lock differential system (BLDS): Allows the vehicle to maintain forward motion if one or two wheels lose traction by selectively and aggressively applying brakes to the spinning wheels
18. Brake-throttle override: Allows driver to stop the vehicle when throttle and brake inputs occur simultaneously; electronic throttle control reduces engine-power output until vehicle stops or pedal inputs cease
19. Brake/park interlock: Prevents the transmission from being shifted out of "Park" unless the brake pedal is pushed
20. Brake traction-control system (BTCS): Helps to keep driving wheels from spinning during acceleration from a stop or during slow speeds by applying individual brakes to the slipping wheel(s)
21. Child seat anchor system: LATCH (Lower Anchors and Tethers for CHildren) is designed to ease installation of compatible aftermarket child seats
22. Child-protection rear door locks: Disables the rear doors' inside-release handle by adjusting a small lever on the door-shut face
23. Daytime running lamps (DRL): Low-intensity halogen or signature LED lights that illuminate during daytime conditions, increasing the vehicle's visibility to other drivers
24. Driver's side knee air bag: Located below the instrument panel, the knee air bag deploys when the driver air bag deploys and is designed to properly position the occupant during impact and offer additional lower leg protection
25. Electric parking brake (EPB): Utilizes Parking Brake switch mounted in the center console, a motor on caliper (MOC) at each rear wheel and an electronic control module. Four modes of operation: static apply and release, dynamic apply, drive away release and safe hold
26. Electronic brake-force distribution: Assists the driver to optimize stopping distances and control under all vehicle loading conditions by regulating braking pressure front-to-rear
27. Electronic locking fuel filler door: Prevents theft or tampering of the gas cap which can lead to inefficiency and unwanted release of fuel vapors
28. Electronic roll mitigation (ERM): An extension of electronic stability control (ESC). Uses input from ESC sensors to anticipate if the vehicle is at risk of entering a potential roll situation, then applies the brakes individually and modulates the throttle position as needed
29. Electronic stability control (ESC): Enhances driver control and helps maintain directional stability under all conditions. Provides the benefit in critical driving situations such as turns, and is valuable when driving on mixed surface conditions including snow, ice or gravel. If there is a discernible difference between driver input through the steering wheel and the vehicle's path, ESC applies selective braking and throttle input to guide the vehicle back on to the driver's intended path
30. Energy-absorbing steering column: The manual-adjust steering column utilizes two hydroformed coaxial tubes that can move relative to each other to allow the column to move forward for enhanced energy absorption during a crash. The power-adjust steering column employs a calibrated bending element that

- deforms during column stroke for optimal energy management
31. Enhanced Accident Response System (EARS): Makes it easier for emergency personnel to see and reach occupants in the event of an accident by turning on the interior lighting and unlocking doors after air bag deployment. Also shuts off flow of fuel to the engine
 32. Express up/down windows: One-touch powered express up/down window button located on the front driver and passenger-side door
 33. Forward Collision Warning-Plus: Utilizes Radar and Video sensors to detect whether the Cherokee is approaching another vehicle or large obstacle in its path too rapidly and will warn or assist the driver in avoiding/mitigating the incident
 34. Front and rear crumple zones: Specially formed structural members that crumple and absorb energy in a collision, helping protect the occupant cabin
 35. Front seat-belt adaptive/active load limiters: Designed to optimize the chest loading in an impact event
 36. Front seat-belt pretensioners: During a collision, impact sensors initiate front seat-belt pretensioners to remove slack in the seat belt system, thereby reducing the forward movement of the occupant's head and torso
 37. Front-seat mounted side pelvic thorax bags: Provide enhanced protection to the driver and front outboard passenger in certain impacts. Each side air bag has its own impact sensor that autonomously triggers the air bag on the side where an impact occurs. Standard side air bags are housed within the outboard side of each front seat
 38. Front-passenger side knee air bag: Located below the instrument panel, the knee air bag deploys when the front passenger air bag deploys and is designed to properly position the occupant during impact and offer additional lower leg protection
 39. Front wiper blades deicer: prevents wiper blades from freezing to the front windshield, and improves cold-weather wipe ability
 40. Global position sensor (GPS): Used for navigation guidance and electronic vehicle tracking
 41. Height-adjustable seat belts (front-row): Outboard seat belts feature height adjustment, allowing for the seat belt to be placed in the optimal position for any driver
 42. Hill-ascent control: Part of Selec-Speed Control, this feature allows Cherokee to climb steep grades with minimal driver input
 43. Hill-start Assist (HSA): Assists drivers when starting a vehicle from a stop on a hill by maintaining the level of brake pressure applied for a short period of time after a driver's foot is removed from the brake pedal. If throttle is not applied within a short period of time after the driver's foot is removed from the brake pedal, brake pressure will be released
 44. Hill-descent Control: Part of Selec-Speed Control, this feature allows Cherokee to descend steep grades with minimal driver input
 45. Keyless Enter-N-Go: When an individual enters the vehicle, electronic sensors detect if the vehicle key fob is present. The vehicle will then allow the individual to push a button to start the vehicle without having to insert the key into the ignition
 46. LaneSense Departure Warning-Plus: Plus leverages electronic power steering (EPS) to deliver a torque-input to alert and assist the driver with corrective action
 47. LED tail lamps: Provide dual function illumination (brake, stop, turn and running light functions) with harmonious and consistent illumination throughout the taillamp due to individual illumination points
 48. Mopar Electronic Vehicle Tracking System (EVTS): State-of-the-art GPS-enabled stolen vehicle recovery system. EVTS includes nationwide tracking including 24/7 emergency service dispatch, security fence, arrival/departure notification, excessive speed notification and trace maps of past locations
 49. Occupant Restraint Controller: Detects an impact and determines whether a crash is severe enough to trigger air bag deployment and whether the primary or secondary stage inflation is sufficient. In addition, the controller detects side impacts and determines whether the rail-curtain and side seat-mounted (thorax protection) air bags should deploy. Engagement of front seat-belt pretensioners are also managed through the controller
 50. ParkSense Parallel/Perpendicular Park Assist: Using ultrasonic parking sensors on the bumper, the system will find and guide customer into parking space when the driver initiates parking maneuver. The parking guidance system automatically controls the steering angle; the driver controls the gear position, brake, and accelerator. Parallel parking is possible on either side of the car; during perpendicular parking, the vehicle is backed into the space

51. ParkSense front and rear park assist systems with stop and release: The system utilizes ultrasonic sensors at low speeds in reverse to detect stationary objects. If it is determined that a collision is imminent the system will provide a momentary, autonomous brake apply/brake jerk then release. At speeds below 7 kph the system will bring the vehicle to a stop before releasing
52. ParkView rear backup camera: Provides a wide-angle view of the area immediately behind the vehicle, giving the driver greater peace of mind before reversing at low speeds. Contains dynamic grid lines to aid the driver when maneuvering into parking spaces or narrow areas. Also aids in lining up a trailer to the vehicle's trailer hitch, when so equipped. The image is displayed on the navigation screen when the transmission is shifted into Reverse
53. Rain Brake Support: Uses the ESC pump to occasionally push brake pads lightly against brake rotors in rainy conditions in order to keep rotors dry
54. Rain-sensing wipers: A driver convenience feature that automatically senses moisture on the windshield and activates wipers
55. Reactive head restraints: Deploy in the event of a rear collision. Restraints are designed to reduce injuries by minimizing the gap between the head restraint and the passenger's head
56. Ready Alert Braking (RAB): Anticipates situations when the driver may initiate an emergency brake stop and uses the ESC pump to set brake pads against rotors in order to decrease the time required for full brake application
57. Rear Cross Path (RCP) detection: In parking lot situations, this system warns drivers backing out of parking spaces of traffic moving toward their vehicle. It activates any time the vehicle is in Reverse. The driver is notified of vehicle(s) crossing behind the vehicle via illuminated icons on the side-view mirror and with a driver-selected audible chime
58. Rear-seat mounted side pelvic bags: Provide enhanced protection to the outboard rear seat passengers in certain impacts. Each side air bag has its own impact sensor that autonomously triggers the air bag on the side where an impact occurs. Standard side air bags are housed within the outboard side of each rear seat
59. Remote keyless entry: Locks and unlocks doors and turns on interior lamps. If the vehicle is equipped with a security alarm, the remote also arms and disarms that system
60. Remote start: Conveniently starts the engine and activates key comfort settings based on ambient conditions by using the key fob while maintaining vehicle security
61. Safety cage body structure: Protects occupants by managing and controlling energy in the event of an impact
62. Security alarm: Deters vandalism and theft, frequently lowering insurance premiums. System protects the vehicle from theft by monitoring door-ajar switches and the ignition circuit for unauthorized entry
63. Selec-Speed Control: Featuring both Hill-descent Control and new Hill-ascent Control, this feature allows Cherokee to both climb and descend steep grades with minimal driver input
64. Sentry Key engine immobilizer: Utilizes an engine key that has an embedded transponder with a preprogrammed security code to discourage vehicle theft. When the key is inserted into the ignition, the controller sends a random number to the transponder and the engine is allowed to start. If an incorrect key is used, the engine will shut off after a few seconds
65. Side guard door beams: Reinforcement beams inside the doors that increase occupant protection in a side collision
66. SiriusXM Travel Link: Real-time traffic updates, local fuel prices, weather conditions, sports scores and movie locations and times all featured in this subscription-based system provided by SiriusXM Radio
67. Supplemental turn signals: Signal lamp built into the housing of exterior mirrors allows turn signals to be viewed from the front, as well as the sides and rear of the vehicle in order to alert oncoming traffic and pedestrians
68. Three-point seat belts: Front outboard seating positions and all rear seating positions have lap and shoulder belts
69. Tilt-and-telescoping steering column: Allows steering column to tilt and move toward or away from the driver to achieve a safe and comfortable distance from the advanced multi-stage front driver air bag, if deployed
70. Tire-pressure monitoring (TPM) system – Lock-on Sync: Informs driver when tire pressure is too low. Pressure-sensor modules within the valve stems of all four road wheels send continuous radio-frequency signals to a receiver and the system. Tire-pressure monitoring system self-learns tire position after

rotation or tire is moved to a new location

71. Trailer-sway control (TSC): Reduces trailer sway and improves handling in adverse towing conditions caused by crosswinds and traffic. The system monitors the vehicle's movement relative to the driver's intended path, then applies alternating brake pressure to slow the vehicle and then increases the pressure on one front wheel in order to counteract the sway induced by the trailer
72. Uconnect Voice Command: An in-vehicle, voice-activated communication system that allows drivers to operate a Bluetooth compatible phone with their hands on the wheel and eyes on the road. When the Bluetooth phone is initially connected, the contact list is automatically downloaded, synchronizing as many as 1,000 phone book entries, which can then be selected by simply saying a contact name. It also allows drivers to switch radio modes, tune to AM/FM and SiriusXM Radio stations and request real-time information (such as fuel prices) from SiriusXM Travel Link using natural voice commands. The handsfree option promotes safety, freedom, value and flexibility

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