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Juventus Soccer Club Faces the Jeep® Brands' Off-Road Capability in Balocco

- The Juventus soccer club tested the iconic Jeep Wrangler, the flagship Jeep Grand Cherokee and the all-new Jeep Cherokee on the special off-road track in Balocco
- As official sponsor for the second consecutive season, the Jeep brand prepares to celebrate the Italian team's possible 2013-2014 Serie A championship
- In 2013 Jeep sold over 730,000 units world-wide establishing a sales record for a second year running

May 16, 2014, Turin - The Jeep® brand's legendary 4x4 performance was put to the test today by members of the Juventus soccer team during a day of off-road fun and thrill at the Balocco Proving Grounds in Italy. The 10-vehicle fleet was the focal point of the unforgettable day that exuded the Jeep spirit of adventure and lifestyle, including the iconic Jeep Wrangler, the new Jeep Cherokee – recently launched in the Italian and European market, as well as the flagship Jeep Grand Cherokee embodying the brand's values such as freedom, authenticity, adventure and passion.

The Italian champion team drove the new Jeep Cherokee Trailhawk, the mid-size SUV most capable for off-road use, equipped with a 3.2 petrol engine producing 272 horsepower and paired with the new nine-speed automatic transmission. Its exterior also stands out thanks to features such as exclusive bumpers and tires and increased ride height. The Jeep Cherokee Trailhawk edition also features the Jeep Active Drive Lock system with two-speed PTU, torque management, low-range gears, Selec-Speed Control and rear differential locking to ensure better performance when driving in lower gears in extreme off-road conditions.

The players and coaching staff also tested the legendary off-road capacity of the iconic Jeep Wrangler Rubicon, the most skilled model for extreme driving conditions. Equipped with front and rear Dana 44 axles, the unstoppable Jeep Wrangler Rubicon boasts exceptional off-road performance levels thanks to the part-time four-wheel drive system with Rock-Trac reduction unit - exclusive for this model - distinguished by the exceptional reduction ratio of 4.0:1, the electronic locking of the front and rear differentials and the Active Sway Bar System - disconnection system of the front anti-roll bar- to overcome extreme off-road obstacles.

The Jeep Grand Cherokee, equipped with the efficient 3.0-liter V-6 turbodiesel engine with electronic Common Rail direct injection featuring MultiJet II technology, 250 horsepower and 570 Nm of torque as well as Quadra-Trac II and Quadra-Drive all-wheel drive systems with rear self-locking ELSD (Electronic Limited-slip Differential), was also present at Balocco. Both systems are designed to tackle the most challenging off-road routes in utmost safety thanks to the excellent low gear ratio of 2.72:1.

For the second consecutive season, the Jeep brand stands as official sponsor of the Juventus soccer team set to play the final match of the Serie A this Sunday and possibly celebrate its third championship win in a row. Like the club, Jeep has demonstrated over the years its determination to achieve goals and earn record-breaking results. Last year the American brand gained another victory, reaching a record 730,000 units sold for the second consecutive year, marking an uninterrupted four-year growth trend both world-wide as well as within the domestic U.S. market.

The Jeep brand and Juventus soccer club are two icons within their respective worlds; both have a history of authenticity, passion and the ability to take on and succeed in every challenge. Jeep boasts world-wide fame with more than 15 million vehicles produced and sold around the globe since its first appearance in 1941. Juventus has a similarly glorious past: founded in 1897, it can boast more than two hundred and fifty million fans worldwide (11 million in Italy alone) and a coveted record including 32 championship cups, 9 Coppe Italia cups, 5 Supercoppe Italiane cups, 3 UEFA Cups, 1 Coppa delle Coppe cup, 2 European Super Cups, 2 Champions Leagues Cups and 2 Intercontinental Cups.

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