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Jeep® Brand Expands Jeep Wave™ Premium Owner Loyalty Program to Canada

- Jeep Wave premium owner loyalty program available on all-new 2021 Jeep Grand Cherokee L
- Three-year membership includes up to six oil changes and tire rotations, dedicated call centre support, first-day rental and trip interruption coverage and VIP access to exclusive Jeep events

January 15, 2021, Windsor, Ontario - To coincide with the launch of the all-new [2021 Jeep® Grand Cherokee L](#), the Jeep brand is launching the Jeep Wave™ premium owner loyalty program in Canada. Jeep Wave will provide 2021 Jeep Grand Cherokee L owners with exciting benefits and perks, as well as the utmost care and dedicated support – all at no additional cost.

“Jeep owners are some of the most loyal and passionate customers anywhere,” said Dave Buckingham, President and CEO, FCA Canada. “We want to reward that fidelity by giving back to our owners with a suite of benefits that enriches their ownership experience of the exciting, all-new 2021 Jeep Grand Cherokee L.”

The three-year Canadian Jeep Wave premium owner loyalty program includes:

- Up to six oil changes and tire rotations
- Call centre support in both English and French
- Trip interruption
- First day rental
- VIP treatment at select Jeep events

Owners of the all-new Jeep Grand Cherokee L will be automatically enrolled in Jeep Wave. Members can go to any Canadian authorized FCA Canada dealer to redeem their oil change and tire rotation during the first 36 months of ownership, with all service completed by a specially trained Jeep brand technician.

Jeep Wave also affords access to a set of dedicated representatives who will provide elite customer service and address any inquiries, plus 24/7 roadside assistance for the duration of the 5-year/100,000-kilometre powertrain limited warranty.

Trip interruption covers a portion of hotel, meals or return transportation cost, should a vehicle experience a mechanical issue, and if a vehicle has to remain at a dealership overnight, owners are covered for a first-day rental. Even if a vehicle can be repaired same-day, rental car allowance is available for warranty or service contract repairs, excluding maintenance.

For further details on Jeep Wave, please visit www.jeep.ca/en/jeep-wave.

2021 Jeep Grand Cherokee L

The all-new 2021 Jeep Grand Cherokee breaks new ground in the full-size SUV segment. The fifth generation of the most awarded SUV ever delivers even more legendary 4x4 capability, premium on-road refinement and craftsmanship, superior luxury and comfort, the most safety and advanced technology features in its class – now in three-row form for the first time.

Three Jeep 4x4 systems and the class-leading Selec-Terrain traction management system with five terrain modes continue and improve upon the tradition of legendary off-road capability. The 2021 Jeep Grand Cherokee L rides on an all-new vehicle architecture, independent front and rear suspensions and class-exclusive Quadra-Lift air suspension with electronic adaptive damping to deliver class-leading capability and premium on-road driving dynamics.

The authentic exterior design and world-class craftsmanship convey a refined, new body style with signature Jeep design cues, including Jeep's signature seven-slot grille, aggressive front approach angle and trapezoidal wheel arches. Inside the premium, spacious interior features standard 10-inch display screens across the instrument panel, including a frameless digital gauge cluster and touchscreen radio, all-new LED lighting with ambient features, driver and front passenger seat massage and personalized climate zones. Hand-wrapped, quilted Palermo leather, open-pore Waxed Walnut wood, 21-inch wheels and standard premium amenities elevate the new Summit Reserve Package to highest levels of luxury.

2021 Jeep Grand Cherokee is equipped with more than 110 advanced safety and security features, including L2 driver-assist systems with hands-on automated driving, along with 360-degree surround view and night vision cameras. Advanced hands-free L2 automated driving system will be available in late 2021 on the 2022 Grand Cherokee L.

Next-generation technologies include the most advanced Uconnect system ever with wireless Apple CarPlay and Android Auto, windshield Head-up Display (HUD), digital rearview mirror, frameless digital cluster, rear seat monitoring camera and an exclusive premium 950-watt, 19-speaker McIntosh audio system. Jeep Grand Cherokee L arrives in Jeep dealerships the second quarter of 2021, followed by the all-new Jeep Grand Cherokee two-row and its 4xe electrified version scheduled to debut later in 2021.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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