

All-new 2011 Jeep® Grand Cherokee Is First SUV In United States to Offer Live, Mobile TV

How to "Moparize" the Jeep Brand's All-new Premium SUV

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From segment-first live, mobile TV to door-sill guards, Mopar is the one-stop shop for accessorizing the all-new 2011 Jeep® Grand Cherokee.

"The all-new 2011 Jeep Grand Cherokee is the first SUV in the U.S. to offer live, mobile TV," said Pietro Gorlier, President and Chief Executive Officer - Mopar Service, Parts and Customer Care, Chrysler Group LLC. "If you're looking to customize and personalize your all-new Jeep Grand Cherokee, look no further than Mopar. Mopar offers more than 280,000 parts and accessories that are specifically designed, developed and manufactured to provide precise fit, finish and quality for all of our Chrysler, Jeep, Dodge and Ram vehicles."

Following are select Mopar performance parts and accessories available on the all-new 2011 Jeep Grand Cherokee. A complete list of Mopar parts and accessories is available at www.mopar.com.

Exterior

- **Wheels:** Mopar offers five accessory wheels in a variety of sizes. "Rugged" style aluminum wheels are available in polished silver and painted black and are treated in a durable clear-coat finish. Wheels meet strict strength, corrosion and balance standards. A stamped-steel wheel for the snow-tire market will also be available
- **Air Deflectors:** Mopar offers front air deflectors made of shatter-resistant material. Each deflector redirects airstreams and protects the vehicle from settling dirt and grime. The deflector is available in both chrome and a smoked-color material.
- **Chromed Products:** Mopar offers a variety of chromed products that give the 2011 Jeep Grand Cherokee a unique, customized appearance. Parts include side-mirror covers, exhaust tips, a mesh-grille insert and fog-lamp bezels for the front bumper
- **Molded Splash Guards:** Deluxe and flexible front and rear splash guards are molded to the Jeep Grand Cherokee's contours for a custom fit and provide excellent lower-body protection
- **Rock Rails:** Constructed of heavy-gauge steel, rock rails are fully functional and provide rocker-panel and lower body-side protection with a textured satin black finish that meets strict corrosion standards
- **Skid Plates:** Available for fuel tank, transfer case and engine, Mopar skid plates are made of heavy-gauge steel and painted with a high-quality black finish in order to provide protection to vital vehicle components when traveling off-road
- **Sport-utility Bars:** Mount to original equipment side rails in order to allow other rooftop carriers to be installed with ease. Lockable bars are made of aluminum and help protect against corrosion, while T-slots allow for quick carrier installation
 - Roof Cargo Basket, Soft-Side Roof Cargo Carrier and Bike and Ski Carriers: Mount to sport-utility bars on vehicle roof and allow for two-tier loading. The soft-side cargo carrier does not require sport bars
- **Tow Hooks:** Rated with a towing capacity of up to 5,500 lbs., tow hooks mount securely to the frame and are fully tested for durability and load capacity
- **Tubular Side Steps:** Constructed of light-weight, anodized aluminum and available in black or chrome, tubular side steps provide wide skid-resistant stepping surfaces for easy vehicle entry and exit
- **Rear Fog Lamps:** These bright red fog lamps increase vehicle visibility from the rear
- **Vehicle Covers:**

- **Front-end Cover:** Black vinyl material with 22-ounce polyester backing helps protect vehicle from bugs, dirt and road debris
- **Full-vehicle Cover:** Made of premium material that is washable, heavyweight, breathable and water resistant, this cover helps protect vehicle finish from ultraviolet rays, dirt and other airborne pollutants
- **Wheel-lock Kit:** Includes four chrome-plated locking nuts, and one exclusive Mopar key to help protect against wheel and tire theft without affecting wheel balance

Interior and Electronics

- **Bright-pedal Kit:** Made from aircraft-quality polished stainless steel with chemical-resistant rubber, bright-pedal covers are designed specifically to fit production pedals and are easy to install
- **Cargo-area Protection:**
 - **Dog Bed:** The dog bed is 31 inches by 36 inches and made of a 2-inch thick tan and grey textured material. The zippered cover removes for easy washing
 - **Molded-cargo Tray:** Custom molded from flexible, skid-resistant rubber for an exact fit, the cargo tray helps prevent movement of cargo while vehicle is driven to protect against and contain spills, dirt, grease and grime
- **Door-sill Guards:** Brushed stainless-steel guards protect interior sills from scratches and feature the Jeep Grand Cherokee logo on front sills. Front sills are also available in stainless steel with an illuminated Jeep logo
- **Katzkin Leather Seat Covers:** Premium leather seating packages in a variety of colors and trims
- **FLO TV™:**Chrysler Group LLC, through Mopar, is the first automaker in the U.S. to offer live, mobile TV. Content includes programming from ABC, ABC Entertainment, ABC Family, ABC News, Adult Swim Mobile, CBS, CBS College Sports, CBS News, CNBC, CNN Mobile, COMEDY CENTRAL, Disney Channel, Disney Channel Original Movies, ESPN, ESPN2, FOX, FOX News Channel, FOX Sports, Fuel TV, MSNBC, MTV, NBC, NBC2Go, NBC News, NBC Sports, Nickelodeon, Playhouse Disney SOAPNet and Speed
- **iPod Interface Kit:** Play iPod music files directly through the vehicle's audio system by plugging the iPod into the custom cable and controlling the music selection with the iPod's control wheel. iPod interface cable to be used only with Mopar Uconnect phone kits with iPod integration
- **ParkSense® rear-park assist system:** Assists at low speeds in Reverse to detect stationary objects. Consists of audible warnings for the driver and has a display in the Electronic Vehicle Information Center (EVIC) integrated into the instrument cluster
- **Portable Navigation System:** Mopar offers a variety of competitively priced, easy-to-use navigation systems that provide precise guidance to destinations through the use of Global Positioning System (GPS) satellite technology
- **Rear-seat Video, DVD:** The DVD player is integrated into the headliner, console, in-dash or the headrest and controlled by infrared remote. Audio may be accessed through the vehicle's sound system and/or through two wireless headphones. An auxiliary input is provided for a video camera, CD, MP3 and video games
- **Rear-view camera system (Includes Monitor):** State-of-the-art, wide-angle lens video camera that enhances rear-view visibility
- **Seat-back video, DVD:** The DVD player is integrated into the seatback. Audio may be accessed through the vehicle's sound system and/or through wireless headphones. An auxiliary input is provided for a video camera, CD, MP3 and video games
- **Uconnect Phone:** Uses Bluetooth technology to provide voice-controlled wireless communication between occupants' compatible mobile phone and the vehicle's onboard receiver
- **Uconnect Web:** Turns your vehicle into a WiFi hotspot, allowing every vehicle passenger to harness the power and entertainment value of online accessibility

About Mopar

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original equipment parts for Chrysler, Jeep, Dodge and Ram vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge and Ram vehicles - a direct connection that no other aftermarket parts company can provide.

More than 70 Years of Mopar

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Mopar (a simple contraction of the words MOtor and PARTs) was trademarked for a line of antifreeze products in 1937. It also was widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960s - the muscle-car era. The former Chrysler Corporation built race-ready Dodge and Plymouth "package cars" equipped with special high-performance parts. Mopar carried a line of "special parts" for super stock drag racers and developed its racing parts division, called Mopar Performance Parts, in order to enhance speed and handling for both road and racing use.

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