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## **All-new 2011 Jeep® Grand Cherokee Named Official Winter Vehicle of New England**

- New England Motor Press Association (NEMPA) hails Jeep Grand Cherokee's all-weather capability and comfortable, luxurious cabin
- Esteemed award for 2011 Jeep Grand Cherokee is the latest in a long list of honors

February 17, 2011, Auburn Hills, Mich. -

The all-new 2011 Jeep® Grand Cherokee has been named the Official Winter Vehicle of New England by the New England Motor Press Association (NEMPA), adding to its growing list of prestigious awards.

"The Jeep Grand Cherokee is quiet, luxurious and comfortable," said John Paul, NEMPA Winter Vehicle Awards Team Leader. "During one of toughest New England winters on record, it handled everything Mother Nature could put in its way."

NEMPA is unique among regional motor press groups. Its media members represent all six New England states, reaching one of the largest populations in America. NEMPA's automotive writers and talk show hosts influence consumers who are in the market to buy cars and trucks in order to cope with the region's punishing weather conditions. Once a year, more than 50 NEMPA members gather for their Winter Vehicle voting day. Vehicles are chosen based on how they met specific needs of New England drivers during winter.

"A New England winter can prove to be a harsh environment for most vehicles, but it's the perfect setting for the all-new Jeep Grand Cherokee to showcase its all-weather capability," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "We are delighted that these prominent New England automotive journalists have recognized the capability, comfort and refinement of the Jeep Grand Cherokee."

Jeep Grand Cherokee provides consumers premium on-road performance, while maintaining legendary Jeep four-wheel-drive capability - courtesy of a torque-on-demand two-speed transfer case, a choice of three 4x4 systems, a new Jeep Selec-Terrain™ system with five terrain settings, and a new Quadra-Lift™ air suspension system. In addition, Grand Cherokee offers improved fuel economy (up to 23 mpg), a world-class interior cabin, and more than 45 safety and security features.

The 2011 Official Winter Vehicle of New England is the most recent award in a long list of honors given to the 2011 Jeep Grand Cherokee. Other accolades include:

- MotorWeek Drivers' Choice Award for Best Large Utility
- Consumers Digest "Best Buy"
- Insurance Institute for Highway Safety (IIHS) "Top Safety Pick"
- Four Wheeler magazine's "Four Wheeler of the Year"
- Detroit News "Truck of the Year"
- AutoWeek "Best of the Best 2011 Truck award"
- Urban Truck of the Year
- Internet Truck of the Year
- Popular Mechanics "Automotive Excellence Award for Off-Road Ability"
- Texas Auto Writers Association "SUV of Texas"
- Texas Auto Writers Association "Full-size SUV of Texas"
- Ruedas ESPN "Best SUV"

**Jeep Brand**

Built on 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six Jeep models are sold outside North America - and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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