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Jeep® Brand Launches All-new Advertising Campaign for the ‘Most Awarded SUV Ever’ - the 2011 Jeep Grand Cherokee

- New advertising campaign for the Jeep® Grand Cherokee's begins today with print, broadcast and digital efforts
- The 2011 Jeep Grand Cherokee has received 30 awards from prominent automotive journalist associations, print/on-line/television media outlets and industry organizations
- 2011 Jeep Grand Cherokee delivers ultimate combination of real-world 4x4 capability, on-road refinement, fuel efficiency, premium craftsmanship, safety, technology and innovation

July 17, 2011, Auburn Hills, Mich. - Since its introduction, the 2011 Jeep® Grand Cherokee has captured 30 awards from an array of opinion-leading publications, television and on-line media outlets, journalist associations and industry organizations making it the most awarded SUV ever. The Jeep brand is celebrating the vehicle's award-worthy success by kicking off an all-new advertising campaign today that will feature, for the first time, the Jeep Grand Cherokee Overland Summit model. The 2011 Jeep Grand Cherokee continues to evolve and carve out a refined and unique place in the automotive marketplace, the numerous awards and claims are proof that this legendary icon only continues to improve.

“When the 2011 Jeep Grand Cherokee debuted, it made a tremendous impact not only in the full size SUV category but, within the automotive marketplace, its success has been broadly acknowledged,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “It is a vehicle that has proven the test of time and has continued to elevate its game to compete not only within its traditional SUV segment but beyond. The Jeep Grand Cherokee continues to deliver a unique blend of on-road refinement, superb craftsmanship, world-class design, improved fuel economy, innovative features, legendary real-world 4x4 capability and great value.”

The advertising campaign begins with the return of the USA Today cover wrap – a full four-page advertisement that was an integral part of the launch of the vehicle one year ago. This year's ad lauds the 2011 Jeep Grand Cherokee as “The Most Awarded SUV Ever.”

Television commercials highlight the awarded Jeep Grand Cherokee Overland Summit model with its leather interior testing that is better than the Lexus RX350, as well as the vehicle's impressive 500-mile-per-tank driving range that delivers better highway fuel economy than the Honda Pilot EX – taking a new approach to celebrating this highly lauded vehicle.

Broadcast commercials include the following:

“Tee Time”

The 2011 Jeep Grand Cherokee maintains a best-in-class driving range of more than 500-miles per tank, enabling its drivers and passengers to travel from Pebble Beach to Los Angeles on a single tank. This humorous spot teases that even though your Jeep Grand Cherokee can make that long stretch without filling up, we're not sure that can be said about its owner.

“Sandbox”

The luxurious interior of the 2011 Jeep Grand Cherokee has everything it needs to play in the same sandbox as other

luxury SUVs. With the Selec-Terrain™ Vehicle Management System, other luxury SUVs do not have the true “capability” to play in our sandbox.

“Lower”

Thanks to the advanced technology found in the 2011 Jeep Grand Cherokee with the Quadra Lift™ Air Suspension System, you can clearly raise your standards while lowering fuel consumption.

“Luxury for All”

The luxurious interior of the Jeep Grand Cherokee for rear seat passengers is a story all of its own. The Jeep brand designed and crafted the vehicle with such attention to detail to ensure that luxury was something everyone would notice. As a result, the Jeep grand Cherokee Overland Summit model was named one of Wards’s “10 Best Interiors” this year.

The comprehensive campaign will complement the broadcast creative and speak to the luxurious interior of the Overland Summit and the 500-mile driving range of the new Pentastar V-6 engine. Media placement elements include network and cable television teamed with a full digital and social media strategy and CRM efforts. Creative efforts were developed by Global Hue, Southfield, Mich., the Jeep brand’s lead advertising agency.

To see more commercials and read about the 2011 Jeep Grand Cherokee, visit the Jeep brand website (www.jeep.com/MostAwardedSUV) and Jeep brand Facebook page (www.facebook/jeep).

The all-new 2011 Jeep Grand Cherokee has captured the following awards:

- 4x4 Australia Magazine: 4x4 of the Year
- Auto123.com: Mid-size Utility of the Year
- Auto Bild allrad: Best Imported 4x4 (between 40,000 and 60,000 Euros)
- AutoPacific’s Vehicle Satisfaction Awards: Premium Mid-size SUV category
- AutoWeek: Best of the Best 2011 Truck
- Car and Driver: 2011 Editors’ Choice Awards/Mid-size SUVs
- Car and Driver: Best Performer – Interior Sound Level
- Car Middle East Magazine: Family Car of the Year
- Consumers Digest: Best Buy
- Decisive Media: Urban Wheel award – 2011 Urban Truck of the Year
- Detroit News: Truck of the Year
- Four Wheeler magazine: Four Wheeler of the Year
- Insurance Institute for Highway Safety (IIHS): Top Safety Pick
- Internet Truck of the Year (2011)
- Kelley Blue Book: 2011 Top 10 Family Cars
- Motoring 2011: 2011 SUV/SUV Over \$40,000 award
- Motorweek: Drivers’ Choice Award
- msn.Autos: Safest Cars in America/Safest Sport Utility Vehicle
- New England Motor Press Association: Official Winter Vehicle of New England
- Northwest Automotive Press Association: Best SUV
- Northwest Automotive Press Association: Best Off-road SUV
- Playboy: Best SUV
- Popular Mechanics: Automotive Excellence award – Off-road Ability
- Ruedas ESPN: Best SUV
- Rocky Mountain Automotive Press Association: Best SUV
- Society of Plastics Engineers: Environmental Innovation award
- Texas Auto Writers Association: SUV of Texas
- Texas Auto Writers Association: Full-size SUV of Texas
- Ward’s: 10 Best Interiors
- Utah Rides: 2011 Truck/SUV of the Year

2011 Jeep Grand Cherokee

Nearly two decades ago, Jeep invented the premium SUV segment with the introduction of the Jeep Grand Cherokee. More than 4 million sales later, Jeep improves the formula and delivers the ultimate combination of Jeep 4x4 capability and on-road refinement with the all-new 2011 Jeep Grand Cherokee.

The all-new Jeep Grand Cherokee boasts premium on-road performance while maintaining the Jeep brand's legendary four-wheel-drive, torque-on-demand two-speed transfer case and towing capability. Capability features include a choice of three 4x4 systems, a new Jeep Selec-Terrain™ system and a new Jeep Quadra-Lift™ air suspension system. New front and rear independent suspension systems deliver premium on-road handling and comfort.

The 2011 Jeep Grand Cherokee delivers improved fuel economy (up to 23 mpg) and a driving range of more than 500 miles, courtesy of Chrysler Group's all-new 3.6-liter Pentastar V-6 engine.

Jeep Grand Cherokee's unique combination also includes a stunning new design, a world-class interior cabin, more than 45 safety and security features, and a variety of advanced technology features.

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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