

Contact: Kimberly Shults

Todd Goyer

## **2012 Jeep® Grand Cherokee Named “SUV of Texas” by Texas Auto Writers Association**

Jeep Wrangler and Grand Cherokee Overland Summit win respective categories

- Jeep Grand Cherokee – the most-awarded SUV in history – retains prestigious “SUV of Texas” crown
- New, more fuel efficient and powerful 2012 Jeep Wrangler Unlimited named “Mid-size SUV of Texas”
- Jeep Grand Cherokee Overland Summit named “Luxury SUV of Texas”

October 23, 2011, SAN ANTONIO - SAN ANTONIO - Already the most-awarded sport-utility vehicle in history, Jeep Grand Cherokee has been named “SUV of Texas” – for the second consecutive year – by nearly 60 journalists representing the opinion-leading Texas Auto Writers Association (TAWA). The award was one of three captured by Jeep vehicles during the annual TAWA Rodeo – a two-day test of the industry’s newest SUV and truck lineup over a variety of on-road and rugged off-road terrain – held last Friday and Saturday at the Knibbe Ranch in Spring Branch, Texas, near San Antonio.

The new 2012 Jeep Wrangler Unlimited – with more fuel efficiency, power and torque for 2012 – was named “Mid-size SUV of Texas,” and the ultra-premium Jeep Grand Cherokee Overland Summit was named “Luxury SUV of Texas.”

“We are delighted that the influential journalists representing the Texas Auto Writers Association have once again recognized Jeep vehicles with several awards, and particularly the Jeep Grand Cherokee as the ‘SUV of Texas,’” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “Winning this award last year started a string of Grand Cherokee accolades that made it the most-awarded SUV of all-time. More importantly, we know that these TAWA awards translate directly into sales. Through September of this year, Grand Cherokee sales are up 78 percent in the U.S. In the same time period in Texas, sales are up nearly 200 percent.

“We thank the TAWA journalists for recognizing that Jeep is providing consumers a lineup of SUVs that deliver an unmatched combination of capability, refinement, craftsmanship and value,” Manley added.

Fifty-seven TAWA members were given two days of on- and off-road evaluation time with Jeep vehicles and their competitors. Consideration was given to everything from exterior styling and off-road capability, to the vehicles’ overall utility, value and fuel efficiency.

“Jeep Grand Cherokee has once again demonstrated its superior levels of performance, quality, interior craftsmanship, and reliability that make it an award-winning SUV,” said Mike Herzing, TAWA President. “Grand Cherokee is a tremendous value for consumers, and is clearly the ‘SUV of Texas.’”

This year’s TAWA Rodeo marks the second consecutive year that Jeep Wrangler captured the “Mid-size SUV of Texas” award.

The 2012 Jeep Grand Cherokee Overland Summit captured the “Luxury of SUV of Texas” award in its first year of competition at the TAWA rodeo, beating vehicles from several luxury/premium brands.

### **Jeep Grand Cherokee**

The all-new-for-2011 Jeep Grand Cherokee captured more than 30 awards, making it the most-awarded SUV ever. Grand Cherokee delivers premium on-road performance while maintaining the Jeep brand’s legendary four-wheel-drive, torque-on-demand two-speed transfer case and towing capability. It offers improved fuel economy (up to 23 miles per gallon), a driving range of more than 550 miles, superb on-road ride and handling, a world-class interior

cabin, more than 45 safety and security features, and a variety of advanced technology features.

Contributing to Grand Cherokee's class-leading capability is the combination of Jeep's Quadra-Lift™ air suspension system and the Jeep Selec-Terrain™ traction control system that lets customers choose the 4x4 setting for the optimum driving experience on all terrains.

The 2012 Jeep Grand Cherokee is available with three 4x4 systems, and with either V-6 or V-8 powertrains.

### **Jeep Wrangler**

Jeep Wrangler – the most capable and recognized vehicle in the world – becomes even more capable both on- and off-road for 2012, courtesy of an all-new, more fuel efficient and more powerful 3.6-liter V-6 engine, and a new five-speed automatic transmission – both of which it shares with the award-winning Jeep Grand Cherokee.

Chrysler Group's 3.6-liter Pentastar V-6 engine – winner of the prestigious Ward's 10 Best Engines award – delivers 285 horsepower (209 kW) and 260 (353 N•m) lb.-ft. of torque, while delivering up to 21 miles per gallon highway in the 2012 Jeep Wrangler. The improvement, when compared to the previous 3.8-liter V-6 engine, is 40 percent in horsepower and 10 percent in torque.

Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an interior that delivers rich styling with significantly upgraded touch surfaces, occupant comfort and versatility, and a premium appearance courtesy of a body color hard top for the popular Sahara and Rubicon models.

### **Jeep Grand Cherokee Overland Summit**

Sporting a unique front appearance that includes a fully chromed grille and fog lamp bezels, and riding on 20-inch bright, polished aluminum wheels, the Overland Summit model elevates the Jeep Grand Cherokee to a higher level of indulgence and refinement for drivers seeking the ultimate personal driving statement in a premium sport-utility vehicle.

Inside, the Jeep Grand Cherokee features unique Black Olive burl real wood trim blended into the instrument panel. The distinctive polished trim wraps into the upper panels of both the front and rear doors surrounding passengers with the highest levels of craftsmanship. The wood trim is also used on the standard, leather-wrapped, heated steering wheel. The Grand Cherokee Overland Summit boasts a Black lower and New Saddle upper interior trim color, along with saddle-color Nappa heated and ventilated leather seats – with perforated inserts and accent piping – and Berber floor mats with Black and Chestnut accent binding.

Also standard on the Jeep Grand Cherokee Overland Summit is the Advanced Warning System and Adaptive Cruise Control group, which consists of adaptive cruise control, Forward Collision Warning, Blind-spot Monitoring and Rear Cross Path detection systems.

### **Jeep Brand**

Built on 70 years of legendary heritage, Jeep is the authentic SUV brand 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 includes Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all 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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