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A Jeep SUV Sweep at the Texas Auto Writers Association (TAWA) Truck Rodeo And a Texas “Three-peat” for Jeep Grand Cherokee

- Jeep Grand Cherokee – the most awarded SUV in history – captures “SUV of Texas” award for third consecutive year
- Jeep Grand Cherokee, Grand Cherokee Overland Summit and Wrangler win their respective categories
- “SUV of Texas” and “Full-size SUV of Texas” – 2013 Jeep Grand Cherokee
- “Mid-size SUV of Texas” – 2013 Jeep Wrangler
- “Full-size Luxury SUV of Texas” – 2013 Jeep Grand Cherokee Overland Summit

October 21, 2012, SAN ANTONIO - For the third consecutive year, Jeep Grand Cherokee – already the most awarded SUV in history - has captured the “SUV of Texas” award at the Texas Auto Writers Association’s (TAWA) annual Truck Rodeo.

In addition, after voting by 50 opinion-leading journalists, Jeep brand vehicles won every category in which they were entered during the annual two-day test of the industry’s newest SUV and truck lineups, over a variety of on-road and rugged off-road terrain at the Knibbe Ranch in Spring Branch, Texas, near San Antonio.

The rugged 2013 Jeep Wrangler was named “Mid-size SUV of Texas” for the third year in a row. The 2013 Jeep Grand Cherokee was named both “SUV of Texas” and “Full-Size SUV of Texas,” and the ultra-premium 2013 Jeep Grand Cherokee Overland Summit retained its “Full-Size Luxury SUV of Texas” title.

“We are absolutely delighted that Jeep has won the prestigious ‘SUV of Texas’ award three straight years,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “Even more impressive is the fact that Jeep vehicles came out on top in every category we entered. We are grateful that the influential Texas auto writers have once again recognized the unmatched combination of benchmark capability and outstanding everyday driving dynamics that Jeep vehicles offer.

“Texas is a tremendously important SUV market and we have proven that winning TAWA awards increases showroom traffic and increases sales,” Manley added. “Through September of this year, Jeep brand sales are up 20 percent nationally, and nearly double that in Texas.”

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

“Texans are passionate about their SUVs. Our members were clearly impressed with the 2013 Jeep Grand Cherokee once again,” said Michael Herzing, TAWA President. “Grand Cherokee’s awards at the Rodeo speak volumes about its design, capability, and performance. Texas is Jeep country.”

Jeep Grand Cherokee

The Jeep Grand Cherokee is the most-awarded SUV ever and continues to win accolades. 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 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.

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. Building on this legendary capability is the new 2013 Grand Cherokee Trailhawk. Equipped with rock rails, Goodyear Silent Armor tires and Jeep's Selec-Terrain and Quadra-Lift suspension systems, Trailhawk is the most capable Grand Cherokee ever.

The 2013 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 production off-road vehicle in the world - gets even better due to continued refinement without sacrificing any off-road prowess. Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an interior that delivers rich styling, occupant comfort and versatility, and a premium appearance courtesy of items such as body-color hard tops for the popular Sahara and Rubicon models.

Features such as new seats, interior LED lighting, dual windshield washer nozzles and Alpine audio upgrade are new for 2013. A new premium Sunrider soft top features a richer appearance and three layers for reduced noise, and all soft tops on Unlimited models have been redesigned for easier operation.

The new 2013 Jeep Wrangler Moab special edition pays homage to the popular enthusiast off-roading venue and boasts winch-ready steel bumpers, rear limited-slip differential and available rear locker. Wrangler Moab is available with a black or body-color hardtop, and has dedicated off-road features like new Goodyear Silent Armor off-road tires with Kevlar reinforcement and rock rails. The award-winning 3.6-liter V-6 engine delivers 285 horsepower and 260 lb.-ft. of torque, and is available with a six-speed manual or five-speed automatic transmission.

Jeep Grand Cherokee Overland Summit

Sporting a unique front appearance that includes a fully chromed grille, tow hooks 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 luxury 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. New for the 2013 model year is an available Black leather interior that features Saddle accent piping and stitching.

New standard features on the 2013 Grand Cherokee Summit include power folding exterior mirrors, high-pressure headlight washers and front parking sensors. 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 more than 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, 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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