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## **The Jeep® Brand: Freedom, Authenticity, Adventure and Passion**

All-new 2014 Cherokee delivers legendary Jeep® 4x4 capability with “no-compromise” on-road ride and handling and fuel economy of up to 31 miles per gallon

September 8, 2013, Auburn Hills, Mich. - For nearly three-quarters of a century, the Jeep® brand has been closely linked with the ideas of freedom, authenticity, adventure and passion:

- Freedom: Jeep vehicles have long been known as the “original fun and freedom machines,” those that “go anywhere and do anything.” And from its beginning, freedom was at the forefront of the Jeep brand, given the role Jeep vehicles played in World War II
- Authenticity: Being true to its heritage with an unwavering commitment to leading capability and strength engineered into all Jeep vehicles
- Adventure: Doers, dreamers, discovery and “going anywhere, doing anything”
- Passion: Enthusiasm held by Jeep team members and vehicle owners for the unique lifestyle and vehicles offered by the Jeep brand

Jeep® – the original sport-utility vehicle (SUV) – has been delivering these attributes since 1941.

In 2012, the Jeep brand set a new, all-time global sales record of 701,626 units, bettering the brand's previous annual high of 675,494 units sold in 1999. In addition, each major global region recorded increased Jeep sales compared with 2011. Specifically, Jeep sales in the Asia-Pacific region rose 94 percent; sales in European markets rose 29 percent; and sales in Latin American markets rose 18 percent. In China – the largest automobile market in the world – Jeep remains the fastest-growing mainstream brand, with sales up 107 percent in 2012. In the United States, Jeep has regained its number-one position in the SUV market.

### **All-new 2014 Jeep Cherokee**

The all-new 2014 Jeep Cherokee enters the mid-size SUV segment by delivering legendary Jeep 4x4 capability, improved fuel economy of more than 45 percent, superior ride, handling and on-road dynamics and innovative, class-leading safety and technology features. With a revolutionary design, world-class craftsmanship inside and out and thoughtful features customers will appreciate, the all-new 2014 Jeep Cherokee shakes up the mid-size SUV segment as the no-compromise choice.

The 2014 Jeep Cherokee boasts numbers that make the difference for the SUV customer that cares about fuel economy and capability in all weather conditions with fuel economy improvements of more than 45 percent and more than 70 safety and security features. The Cherokee also has numerous “firsts” for the mid-size SUV segment, including a nine-speed automatic transmission, a 3.2-liter Pentastar V-6 engine with 271 horsepower and 239 lb.-ft. of torque, a 2.4-liter MultiAir2 Tigershark I-4 engine with 184 horsepower and 171 lb.-ft. of torque and a driving range of nearly 500 miles on a tank of gasoline, and three new innovative 4x4 systems that deliver legendary Jeep capability, including crawl ratios of 56:1 with the 2.4-liter engine and 47.8:1 with the 3.2-liter engine, an improvement of up to 90 percent versus the outgoing model.

The 2014 Jeep Cherokee competes in the mid-size SUV segment, the largest SUV segment in North America, with roughly 2 million sales in 2012.

The all-new 2014 Jeep Cherokee is available in four different models in the United States and will arrive in volume in dealer showrooms in the third quarter 2013. Customers can choose from the 2014 Jeep Cherokee Sport, Cherokee Latitude, Cherokee Limited and the Trail Rated Jeep Cherokee Trailhawk. The Cherokee is built in the United States at the Toledo (Ohio) Assembly Plant.

### **2014 Jeep Cherokee Sport**

The Jeep Cherokee Sport model delivers a sleek, athletic design, world-class craftsmanship, fuel economy of up to 31 miles per gallon (mpg), a class-exclusive nine-speed automatic transmission and legendary Jeep capability in all weather conditions with a price point customers will value.

The Cherokee Sport model is powered by the new 2.4-liter MultiAir2 Tigershark I-4 engine which produces 184 horsepower and 171 lb.-ft. of torque and a driving range on a tank of gasoline of nearly 500 miles.

Standard equipment includes: Compact U.S. Wide (CUS-wide) platform and high-strength steel body, drivetrain with rear axle disconnect, black power mirrors and door handles, Uconnect 5.0-inch touchscreen media center with Bluetooth and a media hub that offers USB, SD and auxiliary ports and charging capability, a new 3.5-inch full-color, thin-film transistor (TFT) center cluster, cloth seats with driver and passenger manual height adjuster, driver-seat back pocket, 60/40 split rear seat that reclines and adjusts fore and aft with armrest and cup holder, acoustic, laminated front windshield, power windows with driver one-touch down, sliding sun visors with illuminated mirrors, cargo management system, 10 air bags including multistage driver and front passenger air bags, driver and front-passenger knee bags, front- and second-row seat-mounted side air bags, supplemental all-row side curtain air bags; LED tail lamps and daytime running lamps, halogen projector headlamps, bright exhaust tip, four-wheel anti-lock disc brakes, electronic stability control, traction control, Hill-start Assist, electric power steering, electric park brake, cruise control, air conditioning with rear outlets, remote keyless entry, power remote open fuel door, tire pressure monitoring system with four tire display, tire inflator kit and 17-inch steel wheels with all-season tires.

Optional equipment and packages for the 2014 Cherokee Sport include: Jeep Active Drive I 4x4 system, Selec-Terrain drive mode selector, remote CD player, SiriusXM Radio, ParkView rear backup camera with dynamic grid lines, 17-inch aluminum wheels, engine block heater, Cold Weather Group and Trailer-tow Group.

#### **2014 Jeep Cherokee Latitude**

The all-new 2014 Jeep Cherokee Latitude model is the volume model for the Cherokee lineup and is packed with a surprising amount of standard and available features. The Cherokee Latitude model includes all the standard equipment found on the Sport model as well as: body color power mirrors and door handles, bright daylight opening (DLO) molding and roof rails, deep tint sunscreen glass, fog lamps, power windows with one-touch up and down, front passenger fold-flat seat with in-seat storage space, leather-wrapped steering wheel, ambient LED interior lighting, new 17-inch aluminum wheels, air conditioning with integrated center stack controls, 115-volt outlet and compact spare tire.

Optional equipment and packages on the Jeep Cherokee Latitude includes: new 3.2-liter Pentastar V-6 engine which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of 460 miles, Jeep Active Drive I 4x4 system, Jeep Active Drive II 4x4 system, Selec-Terrain drive mode selector, 8.4-inch touchscreen Uconnect radio, remote CD player, 506-watt Alpine premium audio with nine speakers and subwoofer, CommandView dual-pane panoramic sunroof with power sunshade, engine block heater, Cold Weather Group, Comfort/Convenience Group and Trailer-tow Group.

#### **2014 Jeep Cherokee Limited**

The all-new 2014 Jeep Cherokee Limited model offers the discerning customer luxury amenities at an affordable price point. The Cherokee Limited features the standard equipment of the Latitude model as well as leather heated power seats, Keyless Enter-N-Go, automatic headlamps, heated, signal mirrors with approach/courtesy lamps, bright lower fascia appliques front and rear, security alarm, new 18-inch polished and painted aluminum wheels with all-season tires, eight-way power driver seat with four-way power driver lumbar adjust, 7-inch full-color, thin-film transistor, reconfigurable instrument cluster, 8.4-inch touchscreen radio, SiriusXM Radio, Parkview rear backup camera, remote engine start, USB port in the instrument panel media center for iPod, dual-zone automatic temperature control, auto-dim rearview mirror, universal garage door opener, leather-wrapped shift knob and cargo net.

Optional equipment and packages include: new 3.2-liter Pentastar V-6 engine which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of 460 miles, Jeep Active Drive I, Jeep Active Drive II, Selec-Terrain drive mode selector, Uconnect Access 8.4N HD radio with navigation and 8.4-inch touchscreen, remote CD player, wireless charging pad, 506-watt Alpine audio with nine speakers and subwoofer, CommandView dual-pane panoramic sunroof with power sunshade, engine block heater, Technology Group, Comfort/Convenience Group, Trailer-tow Group and Luxury Group.

## 2014 Jeep Cherokee Trailhawk

The all-new 2014 Jeep Cherokee Trailhawk model is the ultimate expression of off-road ruggedness and performance, delivering best-in-class Trail Rated 4x4 capability.

The Cherokee Trailhawk includes the standard equipment of the Cherokee Latitude model, as well as unique off-road front and rear fascias, off-road wheel flares, red tow hooks, skid plates, off-road suspension, one-inch increased ride height, heavy-duty engine cooling and auxiliary transmission oil cooler, Jeep Active Drive Lock 4x4 system with low range and locking rear axle, Selec-Terrain drive mode selector, new Selec-Speed Control with Hill-ascent Control and Hill-descent Control, heated power mirrors, accent color mirrors, grille surrounds, lower fascia appliques and roof rails, black daylight opening (DLO) moldings, red "Trail Rated" and "Trailhawk" badges, new 17-inch polished aluminum wheels with black painted pockets, OWL all-terrain tires, full-size spare tire, exclusive cloth interior, red accent stitching on instrument panel brow, seats, door armrests, center console lid, shifter boot and console netting, red "Trailhawk" tag on console netting, leather-wrapped shift knob, 7-inch full-color, TFT reconfigurable instrument cluster, 8.4-inch touchscreen radio, SiriusXM Radio, USB in instrument panel media center, cargo net and all-weather slush floor mats.

Optional equipment and packages include: new 3.2-liter Pentastar V-6 engine, which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of 460 miles, matte black hood decal, Uconnect Access 8.4N HD radio with navigation and 8.4-inch touchscreen, remote CD player, 506-watt Alpine audio with nine speakers and subwoofer, CommandView dual-pane panoramic sunroof with power sunshade, SkySlider open air sunroof (late availability), engine block heater, Cold Weather Group, Technology Group, Comfort/Convenience Group, Trailer-tow Group and Leather Interior Group.

### Optional package content

- **Cold Weather Group:** all models get heated front seats, heated steering wheel, remote start, windshield wiper deicer, all-weather floor mats. Sport models add leather-wrapped steering wheel, air conditioning with integrated center stack controls, the Sport and Latitude models add heated outside mirrors
- **Comfort/Convenience Group:** cargo net, tonneau cover, rearview auto-dim mirror with microphone, Keyless Enter-N-Go with passive entry and push-button start, dual-zone automatic temperature control with air filtration and humidity sensor, power eight-way driver seat with power four-way lumbar adjust, power liftgate, automatic headlamps, security alarm, SiriusXM Radio, ParkView rear backup camera with dynamic grid lines, remote start system and universal garage door opener
- **Leather Interior Group (Trailhawk model):** Nappa leather seats, heated front seats and steering wheel and eight-way power driver seat with four-way driver lumbar
- **Luxury Group:** Nappa leather seats with perforated inserts, ventilated front seats, radio/mirrors/heating and cooling/driver seat memory, high-intensity discharge (HID) headlamps and remote start
- **Technology Group:** Advanced brake assist, heated mirrors with signals, approach and courtesy lamps, rain-sensitive wipers, LaneSense Lane Departure Warning-Plus, automatic high-beam headlamp control, Forward Collision Warning-Plus, Adaptive Cruise Control-Plus, ParkView rear backup camera with dynamic grid lines, ParkSense front and rear park assist with stop, Blind-spot Monitoring, Rear Cross Path detection and ParkSense Parallel/Perpendicular Park Assist
- **Trailer Tow Group:** Auxiliary transmission oil cooler, trailer tow wiring harness and 13-, 7- and 4-pin connectors, Class III hitch receiver, full-size spare tire and heavy-duty engine cooling with 3.2-liter Pentastar V-6 equipped vehicles

### 2014 Jeep Cherokee demographics

Jeep Cherokee customers are without question adventurous in nature but want to feel safe while in their vehicles. They look for reliability, fuel efficiency and a balance between comfort and performance. They are people who want to keep the idea of freedom alive.

The Jeep Cherokee owner also tends to be more affluent, will seek new experiences and wants variety in their lives. They want a vehicle with the latest technology that's user friendly and enhances their driving experience.

The primary Jeep Cherokee customer is evenly split male/female, with approximately 50 percent of consumers that are female and 50 percent male. The primary customer has a median age range from 35 to 48 years old, approximately 80 percent are Gen X members and 20 percent Millennial. Approximately 60 percent have college

degrees while 70 percent are married and 25 percent have children. Median household income is \$77,000.

### **Jeep brand**

Built on more than 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.

With the greatest range of SUVs under one brand, the Jeep vehicle portfolio consists of:

**Compass:** A compact SUV with sophisticated, premium design, unsurpassed 4x4 fuel economy, freedom, utility, and Jeep 4x4 cachet and capability, all at a terrific value

**Grand Cherokee:** The most award-winning SUV ever, balancing legendary Jeep capability with world-class craftsmanship, premium on-road driving dynamics and an array of advanced technology and safety and security features

**Cherokee:** The mid-size SUV that offers legendary Jeep Trail Rated 4x4 capability combined with no-compromise on-road driving dynamics and fuel economy of up to 31 mpg. The Cherokee delivers numerous innovative features, including a segment-first nine-speed automatic transmission, three new 4x4 systems: Jeep Active Drive I with a one-speed power transfer unit (PTU), Jeep Active Drive II with a two-speed PTU and low range and Jeep Active Drive Lock with a two-speed PTU, low range and locking rear differential; rear-axle disconnect, Adaptive Cruise Control-Plus, LaneSense Departure Warning-Plus system, Forward Collision Warning-Plus, Blind-spot Monitoring, Rear Cross Path detection, 8.4-inch touchscreen Uconnect Access media center, 7-inch full-color reconfigurable TFT instrument cluster, Parkview rear backup camera with dynamic grid lines, ParkSense Parallel/Perpendicular Park Assist, wireless charging pad and best-in-class V-6 towing of 4,500 pounds

**Patriot:** A compact SUV delivering the fun, adventure and value only Jeep can offer, with unsurpassed 4x4 fuel economy and segment-leading capability

**Wrangler:** The icon of the Jeep brand, it remains true to its heritage as the original fun-and-freedom machine. Wrangler features a recently updated new interior and available premium body-color hardtop, along with Chrysler Group's 3.6-liter Pentastar V-6 engine that delivers fuel efficiency, power and on-road refinement

**Wrangler Unlimited:** The only four-door 4x4 convertible SUV on the market with room for five adult passengers, Wrangler Unlimited also features an available premium body-color hardtop, and the 3.6-liter Pentastar V-6 engine

Whether identified by their ownership of multiple Jeep vehicles, or their regular attendance at branded events, or by their abundance of Jeep gear – branded products from clothing to baby strollers – Jeep owners all have one common trait: a Jeep vehicle delivering benchmark all-weather capability that allows them to go anywhere and do anything. It's not unusual to see Jeep vehicles sporting a bumper sticker that reads, "It's a Jeep thing...you wouldn't understand."

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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