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## **Jeep® Brand Receives Three Significant Awards from New England Motor Press Association**

- Jeep Grand Cherokee “Official Winter Vehicle of New England” for third consecutive year
- 2011 Grand Cherokee captures Wheels TV “Previously Owned Vehicle of the Year” award
- Mike Manley, Jeep Brand President and CEO, receives 2013 NEMPA Executive of the Year Award
- 2013 Ram 1500 4x4 named “Best All-Weather Pickup Truck”

May 9, 2013, Cambridge, Mass. - The Jeep® brand captured three significant awards here last evening at the New England Motor Press Association's (NEMPA) annual industry dinner. Mike Manley, President and CEO – Jeep Brand, received the 2013 NEMPA Executive of the Year award, while the Jeep Grand Cherokee was named the “Official Winter Vehicle of New England” for an unprecedented third consecutive year.

In addition, the 2011 Jeep Grand Cherokee earned the Wheels TV “Previously Owned Vehicle of the Year” (POV) award, and the 2013 Ram 1500 4x4 was named NEMPA's “Best All-Weather Pickup Truck.”

NEMPA President Keith Griffin presented the 2013 Executive Award to Manley, citing the Jeep brand's outstanding product lineup and its commitment to New England.

“During Mike Manley's tenure, Jeep has enjoyed a renaissance applauded by both consumers – with ever-increasing sales – and by automotive writers, who have heaped awards upon the Grand Cherokee,” Griffin said. “Regarding Chrysler Group's vehicle awards, the Jeep Grand Cherokee and the Ram 1500 4x4 are perfect winter companions. Congratulations to Jeep Grand Cherokee, our first-ever three-peat winner, for one of the most successful remakes of a vehicle in American history. And Ram 1500 4x4 is the benchmark of the full-size pickup segment with its refinement, capability and efficiency.”

In winning the “Official Winter Vehicle of New England” award, Jeep Grand Cherokee was hailed for its unbeatable combination of all-weather on- and off-road capability, comfort, luxury, sophistication, build quality and value by the NEMPA jurors.

Ram 1500 4x4 was named “Best All-Weather Pickup Truck” for the second time in four years. It is the latest in a group of recent awards including Motor Trend Truck of the Year, North American Truck of the Year and Ward's Autos 10 Best Interiors.

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 meet specific needs of New England drivers during winter.

### **Jeep Grand Cherokee**

Jeep Grand Cherokee completely redefines the premium SUV, delivering an unprecedented combination of best-in-class fuel economy and driving range, available clean-diesel technology, legendary benchmark capability, world-class craftsmanship, and a host of advanced user-friendly technology and safety features.

For 2014, Grand Cherokee offers a new EcoDiesel engine with best-in-class 30 mpg highway and an unmatched driving range of more than 730 miles. A new eight-speed transmission drives all Grand Cherokee engines, including

the 3.6-liter Pentastar V-6 – achieving up to 25 mpg and more than 600 miles driving range – and the 5.7-liter V-8, now achieving up to 22 mpg.

Legendary Jeep capability comes courtesy of three 4x4 systems, Jeep's Quadra-Lift air suspension, Selec-Terrain traction management and an improved crawl ratio of 44.1:1.

A refined exterior design – complete with signature LED running lamps – provides a premium appearance. Premium interior amenities include Natura leather, exotic open-pore wood and new color offerings. The 2014 Jeep Grand Cherokee is available in four trim levels, including the new top-line Summit, with pricing starting at \$29,790.

### **Ram 1500**

For 2013, the new Ram 1500 offers buyers best-in-class fuel efficiency, new technology and new features without sacrificing capability. Ram 1500 – the most recognizable pickup on the road – raises the bar with a truckload of pioneering, fuel-saving systems and first-in-segment technologies: eight-speed TorqueFlite 8 transmission, stop-start and active aerodynamics, including grille shutters and air suspension. Ram engineers changed every area of the truck – from a newly designed frame to new engines and transmissions to a new interior with the next-generation Uconnect® system. With best-in-class ride and handling and best-in-class aerodynamics, the 2013 Ram 1500 delivers unmatched content, performance and capability to truck buyers.

The 2013 Ram 1500 marks a milestone for Ram as this truck delivers best-in-class fuel economy of 18 MPG city and 25 MPG highway with a truckload of pioneering, fuel-saving systems including a more fuel efficient and more powerful 3.6-liter V-6 engine and first-in-segment technologies: eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. The 2013 Ram 1500 is available in nine trim levels and starts at \$23,585 including \$995 destination charge.

### **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 – with the new 2014 Jeep Cherokee debuting later this year. 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.

### **Ram Brand**

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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