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**Chrysler Canada: All-New 2014 Jeep® Cherokee Named 'Best New SUV/CUV Under \$35,000'  
by the Automobile Journalist Association of Canada**

- The 2014 Jeep® Cherokee bests four of its category rivals
- The all-new mid-size SUV brings a segment-first nine-speed automatic transmission, superior on-road ride and handling, legendary Jeep 4x4 capability, a cutting-edge, revolutionary design, world-class craftsmanship, class-exclusive technology and more
- Cherokee now competes for the honour of overall 'Canadian Utility Vehicle of the Year'

December 3, 2013, Windsor, Ontario - The all-new 2014 Jeep® Cherokee has been crowned the 'Best New SUV/CUV Under \$35,000' by the Automobile Journalist Association of Canada (AJAC), bested a quartet of rivals from one of the country's most popular and hard-fought vehicle segments.

The announcement came today at a Toronto press conference, where AJAC named 12 category winners in its 26th annual Canadian Car of the Year (CCOTY) awards program.

The recognition of the 2014 Jeep Cherokee as Canada's 'Best New SUV/CUV Under \$35,000' comes from 80 automotive journalists from across the country. In October, they gathered in Niagara Falls, Ontario, for 'TestFest,' the highly regarded annual event where the journalists drove and voted on 174 new or significantly changed vehicles back-to-back on the same day, under the same conditions, on closed and public roads.

"This award from the members of AJAC is a fantastic, expert endorsement of the capability, technology and refinement built into our all-new 2014 Jeep Cherokee," said Reid Bigland, President and CEO, Chrysler Canada. "From the outset, our Jeep engineers wanted the Cherokee to completely redefine what Canadian consumers should expect from a mid-size SUV, whether it be through its cutting-edge design, class-exclusive tech like a segment-first nine-speed automatic transmission, legendary Jeep 4x4 capability or more than 70 advanced safety and security features."

This latest product from the world-famous Jeep brand brings the 'Cherokee' nameplate back to North America after a 12-year absence. Manufactured in Toledo, Ohio, the 2014 Cherokee is the first Jeep built upon the Compact U.S. Wide (CUS-wide) platform co-developed with Chrysler Group's strategic partner Fiat S.p.A..

Other highlight of the all-new 2014 Jeep Cherokee include:

- A 2.4-litre Tigershark MultiAir I-4 engine, delivering a more than 45-percent fuel economy improvement versus the outgoing Liberty model and nearly 800 kilometres of driving range.
- The first use of Chrysler Group's new 3.2-litre Pentastar V-6 engine
- Best-in-class capability via three new four-wheel-drive systems
- A new Jeep Selec-Terrain traction control system with up to five customized modes - Auto, Snow, Sport, Sand/Mud and Rock
- Best-in-class V-6 towing capability – 4,500 pounds
- World-class craftsmanship with an exceptionally quiet cabin
- A class-exclusive all-new CommandView panoramic sunroof and Sky Slider roof
- A full-colour 7-inch reconfigurable TFT instrument cluster

- A Uconnect 8.4-inch colour touchscreen media centre
- The first Chrysler Group use of Parallel/Perpendicular Park Assist System aids the driver in parallel/perpendicular parking

This year's 12 "Best New" Canadian Car of the Year category winners were decided via over 40,000 points of subjective data from Canada's best-known auto critics entered on secret ballots, plus copious objective data, from safety features to cargo capacity. The results were tabulated by accounting firm KPMG and kept secret until the winners were announced publicly.

The 2014 Jeep Cherokee now competes for the overall title of 2014 Canadian Utility Vehicle of the Year, announced February 13, 2014, during the Canadian International Autoshow in Toronto.

### **About 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 Cherokee, 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.

### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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