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## **Chrysler Canada: All-New 2014 Jeep® Cherokee Crowned 2014 Canadian Utility Vehicle of the Year by the Automobile Journalists Association of Canada**

- Besting 18 rivals, the all-new 2014 Jeep® Cherokee mid-size SUV was awarded the title by 80 expert national automotive critics
- All-new 2014 Jeep Cherokee 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
- Jeep Cherokee has started 2014 on a hot streak, setting a company sales record for its segment

February 12, 2014, Toronto, Ontario - The all-new 2014 Jeep® Cherokee has been crowned the "2014 Canadian Utility Vehicle of the Year," by the Automobile Journalists Association of Canada (AJAC), besting 18 rivals, including two other top finalists and vehicles which can carry six-figure price tags.

The exciting announcement came today at a press conference during media day for the 2014 Canadian International Autoshow in Toronto, Ontario.

This third-party, expert recognition of the all-new Jeep Cherokee as the 2014 Canadian Utility Vehicle of the Year comes as the culmination of AJAC's 26th-annual Canadian Car of the Year (CCOTY) awards program.

It began in October 2013, with 80 top-level automotive journalists from across the country gathering in Niagara Falls, Ontario for "TestFest." The highly-regarded annual event saw journalists drive and vote on 174 new or significantly changed vehicles back-to-back on the same day, under the same conditions, on closed and public roads.

In early December, the 2014 Jeep Cherokee was named AJAC's "Best New SUV/CUV Under \$35,000," beating out a quartet of rivals from one of the country's most popular and hard-fought vehicle segments and earning a shot at the 2014 Canadian Utility Vehicle of the Year crown.

The "TestFest" voting results are not the personal opinion of just one journalist. Rather, they are a combination of objective data and evaluation entered on secret ballots by those 80 expert members. The results are tabulated by accounting firm KPMG and were kept secret until the winners were announced today.

"From our engineers, to our management, to the people on the assembly line and everyone in between, I can't truly express how excited we at Chrysler Group are to see the all-new Jeep Cherokee named 2014 Canadian Utility Vehicle of the Year by AJAC," said Reid Bigland, President and CEO, Chrysler Canada. "To achieve this honour amongst such diverse and worthy competition is both humbling and a reinforcement of our goal to completely redefine what Canadians should expect from an affordable, mid-size SUV. Whether 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, the 2014 Cherokee is resonating well with consumers."

This latest product from the world-famous Jeep brand, Cherokee is manufactured in Toledo, Ohio and is the first Jeep built upon the Compact U.S. Wide (CUS-wide) platform co-developed with Chrysler Group's corporate partner Fiat S.p.A.

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

- A 2.4-litre Tigershark MultiAir I-4 engine, delivering a more than 45-per cent fuel economy improvement versus the outgoing Jeep Liberty model and nearly 800 kilometres of driving range
- The first use of Chrysler Group's new 3.2-litre Pentastar™ V6 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 V6 towing capability – 4,500 pounds
- World-class craftsmanship with an exceptionally quiet cabin
- 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

#### **About the 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.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options. Chrysler Group LLC products are available in more than 160 countries around the world.

#### **About Chrysler Canada Inc.**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT, FIAT and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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