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All-new 2014 Jeep® Cherokee Named “SUV of the Year” by the Rocky Mountain Automotive Press Association

- 2014 Jeep® Cherokee wins “SUV of the Year” award from journalist organization at Denver International Auto Show
- Rocky Mountain Automotive Press cite unstoppable off-road ability and impressive on-road performance in naming the Jeep Cherokee “SUV of the Year”

April 8, 2014, Denver - From the stage of the Denver Auto Show Charity Preview, the 2014 Jeep® Cherokee has been named the “SUV of the Year” by the voting media members of the Rocky Mountain Automotive Press (RMAP) association.

"The Rocky Mountain region challenges any vehicle to the maximum with high altitude and constantly changing weather conditions," said Andre Smirnov, Rocky Mountain Automotive Press president. "The 2014 Jeep Cherokee is equipped to handle this tough environment, while also offering comfort, utility, and efficiency. RMAP is pleased to recognize the Jeep Cherokee as the 2014 Rocky Mountain ‘SUV of the Year.’"

The 2014 Jeep Cherokee was chosen “SUV of the Year” after evaluation by RMAP members. The field included every significant new SUV and crossover vehicle for sale in the region, which includes Colorado, Kansas, New Mexico, Utah and Wyoming. RMAP is a Denver-based association of automotive journalists, automaker-communications representatives and other motor-industry professionals. This is the eighth year RMAP has presented its Rocky Mountain Vehicle of the Year awards, which recognize the industry’s top cars, pickups and SUVs.

“The rugged terrain and varying weather conditions of the Rocky Mountain region make this award extra special and a natural fit for the all-new Jeep Cherokee,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “Jeep Cherokee has been a tremendous success in the marketplace since its arrival in Jeep showrooms last fall. We are grateful that, like consumers nationwide, the RMAP members have recognized the benchmark Jeep capability, world-class on-road dynamics, efficiency, innovation and craftsmanship that Cherokee offers.”

The all-new 2014 Jeep Cherokee completely redefines the mid-size SUV segment, delivering legendary Jeep 4x4 capability, improved fuel economy, superior on-road ride and handling, revolutionary design, world-class craftsmanship, clever functionality and versatility, more than 70 safety and security features and user-friendly technology. The Jeep Cherokee delivers unmatched off-road capability while not sacrificing on-road ride and handling, comfort or segment-leading features.

In addition, Jeep Cherokee delivers drivers numerous “first” and best-in-class features:

- First SUV with 9-speed automatic transmission
- First vehicle to feature a fully-disconnecting rear axle for 4x2 fuel economy when 4x4 capability isn’t needed
- Impressive on-road driving dynamics, fuel economy of up to 31 mpg highway
- First vehicle powered by new 3.2-liter Pentastar V-6 engine
- More than 70 available safety and security features including 10 standard air bags
- Best-in-class V-6 towing (4,500 lbs.)
- First Chrysler Group vehicle with Active Park Assist System that assists the driver parallel/perpendicular park
- Beautiful world-class interior with high-quality materials

- Award-winning Uconnect media center with available 8.4-inch touchscreen, the largest in the segment

The all-new 2014 Jeep Cherokee is available in four different models in the United States: Cherokee Sport, Cherokee Latitude, Cherokee Limited and Cherokee Trailhawk, and has a starting U.S. Manufacturer's Suggested Retail Price of $22,995.

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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