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All-New Jeep® Cherokee Has Its Asian Premiere at the 2007 Tokyo Motor Show

- Jeep® Cherokee is all-new from the ground up
- Restyled Grand Cherokee displays multiple enhancements to the best-selling Jeep nameplate
- Jeep brand grows model line-up to six vehicles in 2007

October 22, 2007, Tokyo - The 2007 Tokyo Motor Show will be the stage for the Asian premiere of the all-new Jeep®

Cherokee, which delivers a powerful punch in the mid-size SUV market with a new four-wheel-drive system, an exclusive Sky Slider™ full-open canvas roof, a more rugged, classic Jeep look and an all-new interior.

The newest Jeep Grand Cherokee will also be on display, offering customers more innovative technology, a restyled interior and exterior, an improved engine and more premium amenities. The Grand Cherokee SRT8 high-performance version also sports new looks and features.

The Jeep brand has gone through a major product offensive, expanding from three models in 2005 to six in Japan in 2007 – the most available to retail consumers at one time in the 65-year history of Jeep vehicles. No other automotive manufacturer in the world has the range of SUVs that Jeep offers.

The Jeep brand line-up for the Japanese market now includes Jeep Commander, Grand Cherokee (including SRT8), Cherokee, Wrangler, Wrangler Unlimited and Patriot. These six vehicles provide the opportunity to grow the Jeep brand in Japan by offering a variety of products that will excite current customers and attract new ones.

All-new Jeep Cherokee

The all-new Jeep Cherokee remains true to its legendary 4x4 heritage while offering customers more on-road refinement and amenities. The new Cherokee takes on the Jeep rugged exterior design, and it will now come standard with the all-new Selec-Trac® II full-time four-wheel-drive system.

Also standard is the Jeep-engineered Hill Descent Control system, Hill Start Assist system and more, as Jeep Cherokee continues to build on its already long list of safety and security technologies.

The available Luxury Leather package upgrades the already supple leather seats to solid, single-color leather coverings featuring French seam stitching. The passenger grab handle, console storage cover and front-door trim panels also receive the same leather treatment, complete with the French seam stitching. The emergency brake handle and transmission shifter receive exclusive leather treatment, brushed stainless-steel door-sill plates welcome passengers, and the floor carpet is augmented with premium floor mats.

In addition to all-new interior design, the amenities, innovations and cargo and storage space continue to improve. An exclusive, all-new feature is the Sky Slider full-open canvas roof, giving the Jeep Cherokee that “Only in a Jeep” open-air experience. Rain-sensing wipers, express-up/down windows, and memory seats, radio and mirrors are added to the vehicle’s ever-growing list of available features and options.

Jeep Cherokee is offered with the 3.7-litre V-6 petrol engine in both Cherokee Sport and Limited models. The all-new Jeep Cherokee will arrive to the Japanese market in 2008. The feature availability for the Japanese market is yet to be announced.

Restyled Jeep Grand Cherokee

The new Jeep Grand Cherokee displays multiple enhancements to the best-selling Jeep nameplate. New for this year is an extremely advanced and flexible Hill Descent Control system for greatly improved control in off-road situations, as well as a new Hill Start Assist system that holds the vehicle automatically on steep hills for a smooth and controlled

drive-away from a stop.

Jeep Grand Cherokee also features a new 4.7-litre V-8 petrol engine that delivers an improvement in fuel economy of more than six per cent, with a 30 per cent increase in horsepower and an eight per cent increase in torque. The interior and exterior design is restyled, and the new Grand Cherokee also features a host of innovative, premium amenities.

The launch timing and feature availability of the restyled Jeep Grand Cherokee for the Japanese market are yet to be announced.

Jeep Brand

The heroic heritage of the Jeep brand and its dominance of the SUV market stretch back more than 65 years, and still today, Jeep continues to deliver on its promise to provide versatile, innovative four-wheel-drive vehicles. The Jeep brand is known worldwide for its core values of mastery, authenticity, freedom and adventure.

Jeep brand vehicle sales outside North America in 2007 have increased 15 per cent to 71,143 units, compared with sales in 2006 (through September). Two of the top-five best-selling Chrysler company vehicles outside North America are Jeep models: the Jeep Grand Cherokee is a close second, and the Jeep Cherokee is number five.

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