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All-new 2011 Jeep® Grand Cherokee Advertising Debuts; Celebrates the Return to True American Craftsmanship

- Phased approach for all-new 2011 Jeep® Grand Cherokee advertising campaign
- Campaign focuses on pride in American manufacturing and engineering
- Introduction of new tagline, "The things we make, make us"
- Creative campaign developed by Portland, Ore.-based Wieden+Kennedy

June 9, 2010, Auburn Hills, Mich. -

The all-new 2011 Jeep® Grand Cherokee is a symbol of the new Chrysler Group and the first all-new vehicle to come during the alliance with Fiat SpA. The first advertising spot for the Jeep Grand Cherokee, scheduled to air Friday, June 11, takes viewers through a time when America was known for craftsmanship, quality and personal pride - something that has been missing in this country and the automotive industry, until now.

The new spot is the first phase of the marketing and advertising launch for the 2011 Jeep Grand Cherokee, which arrives in showrooms later this month.

"With this new campaign, the Jeep brand celebrates the best of American manufacturing and engineering," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "The new Grand Cherokee marketing and advertising campaign has been carefully designed to communicate the Jeep brand's commitment to American craftsmanship, the return of personal pride and dedication to producing a vehicle that is truly well-made and beautifully designed."

The creative campaign was developed by Portland, Ore.-based Wieden+Kennedy and delivers a new tagline for the Jeep brand - "The things we make, make us."

The new tagline represents the return of American craftsmanship and quality as well as the energy, focus and commitment that goes in to each new Jeep-branded vehicle, especially the all-new 2011 Jeep Grand Cherokee.

"The Jeep Grand Cherokee advertising campaign reminisces upon a time when America was known for its craftsmanship and there was a sense of personal pride in creating a quality product," said Oliver Francois, Lead Marketing Executive, Chrysler Group LLC. "Chrysler Group has made a radical change in the way it functions and creates products and, it is very apparent in the 2011 Jeep Grand Cherokee. The campaign is the company's way of making it clear to our current and potential customers that we have that personal pride back and we are creating quality products. The entire company is excited about this vehicle and we want to share that excitement with everyone."

The second phase of the marketing and advertising campaign, scheduled to launch this summer, will begin to introduce the features and highlights of the vehicle.

The All-new 2011 Jeep Grand Cherokee

Nearly two decades ago, Jeep invented the premium sport-utility vehicle segment with the introduction of the Jeep Grand Cherokee. More than four million sales later, Jeep delivers an all-new Grand Cherokee that balances legendary Jeep capability with improved, sophisticated on-road dynamics that deliver a premium driving experience.

Capability highlights include a choice of three 4x4 systems, new Jeep Quadra-Lift™ Air Suspension and Selec-Terrain systems, and towing capability of 7,400 lbs. On-road dynamics are improved courtesy of new independent front and rear suspension systems and a new body structure that dramatically increases torsional stiffness for reduced Noise,

Vibration and Harshness (NVH) levels.

The design of the all-new Jeep Grand Cherokee boasts an all-new sculpted body and athletic profile that define a sleek exterior and aerodynamic finesse. CommandView® - a new dual-pane panoramic sun roof - extends from the windshield to the rear of the vehicle. A world-class interior design is highlighted by premium soft-touch interior materials for all models. The interior provides consumers with more than four inches of increased rear-seat knee and leg room, and 17 percent more cargo volume.

Chrysler Group's all-new 290-horsepower 3.6-liter Pentastar V-6 engine boasts an 11 percent improvement in fuel economy for the Jeep Grand Cherokee, delivering up to 23 mpg and over 500 miles on one tank of gas. The all-new flexible-fuel engine is standard on the Grand Cherokee, and features Variable-valve Timing (VVT), double overhead camshafts and a high-pressure die-cast aluminum cylinder block in a 60-degree configuration.

More than 45 safety and security features are available in the all-new 2011 Jeep Grand Cherokee, including standard Active Head Restraints, full-length side-curtain and seat-mounted side thorax air bags, Electronic Stability Control, Electronic Roll Mitigation, Hill-start Assist, and Trailer-sway Control. A Blind-spot/Rear Cross-path detection system and Adaptive Cruise Control with Forward Collision Warning are available.

Numerous advanced technology features are offered, including live mobile TV (FLO TV), SIRIUS Backseat TV and UConnect™ Web, which transforms the vehicle into a "hot spot" to deliver the Internet directly to the vehicle.

The all-new 2011 Jeep Grand Cherokee will be available in 3 models: Laredo, Limited and Overland.

2011 Jeep Grand Cherokee Laredo 4x2 pricing starts at \$30,995 - \$495 lower than the outgoing model. Laredo 4x4 pricing starts at \$32,995 - \$465 lower than the outgoing model.

Jeep Brand

Built on nearly 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 includes Commander, Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all seven 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.

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