

Soy Body Sealer Aids Greening of All-New 2014 Jeep Cherokee

- **Revolutionary acoustic foam formula contributes to weight-reduction and fosters sustainability**
- **Blocks unwanted cabin noise; enhances all-new Jeep Cherokee driving experience**
- **Lower viscosity enables easier application for greater assembly-line efficiency**

July 17, 2013, Toledo, OH - The 2014 Jeep Cherokee is all-new, inside and out, including a revolutionary body sealer that helps deliver a tranquil driving experience while contributing to weight-reduction, cost-savings and sustainability.

The Toledo Assembly Complex, home to the all-new Jeep Cherokee, features special applicators that inject a unique acoustic foam into strategic locations of the vehicle's body structure. The foam blocks unwanted noise from entering the vehicle cabin, but because its density is lower than conventional acoustic material, it affords weight savings of up to 1.5 lbs. per vehicle, which contributes to improved fuel economy and better handling.

"At Chrysler Group, we are working on a number of initiatives that further our sustainability efforts while also addressing key product goals, such as on-road refinement combined with off-road ruggedness for the all-new 2014 Jeep Cherokee," said Bill Hall-Director of Sustainability and Business Continuity. "This new foam not only helps deliver noise reduction and improved fuel efficiency, but its renewable content minimizes the impact on the environment."

Developed with and supplied by Dow Automotive Systems, BETAFOAM™ Renue features a soy-based product instead of the petroleum normally used in such material. And because its density is lower than that of conventional material, less foam is required to achieve the desired performance, which translates to reduced cost.

The new foam bolsters 10 locations of the Cherokee's body structure, including the A- and B-pillars and rear wheelwells. Because of its lower viscosity, it also is easier to work with than conventional acoustic material – a decided advantage on the assembly line.

In addition, the new foam affords greater logistical flexibility for the plant because its six-month shelf life is two times longer than that of commonly used foam.

The new foam was first used early this year at Chrysler Group's Sterling Heights Assembly plant, home to the 2013 Chrysler 200 and Dodge Avenger midsize sedans. Existing equipment was adapted to accommodate the injection process there, whereas the Toledo site features all-new equipment.

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