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2014 Jeep® Grand Cherokee EcoDiesel Named “Official Winter Vehicle of New England”

- Fourth consecutive year Jeep® Grand Cherokee captures award from New England Motor Press Association
- Grand Cherokee sales up 21 percent in 2014 in U.S.; up 23 percent in the Northeast

March 27, 2014, Auburn Hills, Mich. - For the fourth straight year, the Jeep® Grand Cherokee has been named the “Official Winter Vehicle of New England” by the New England Motor Press Association (NEMPA).

“The Jeep Grand Cherokee has now taken the overall Winter Vehicle honor every year since 2011,” said Craig Fitzgerald, NEMPA President. “This unprecedented fourth consecutive win is due to the EcoDiesel engine and eight-speed transmission – new features that put Grand Cherokee at the top of both the power-with-efficiency and value curves.

“Grand Cherokee continues to manage New England’s snow and ice with highly competent handling and traction, an excellent ride and a comfortable, tasteful interior, with proper cold-weather amenities,” Fitzgerald added. “Wherever it goes and whatever its assignment, the Jeep Grand Cherokee stands out in the crowded SUV and crossover segments.”

Significantly updated for 2014, Jeep Grand Cherokee delivers best-in-class 30 miles per gallon and a driving range of more than 730 miles, along with a new eight-speed transmission, three advanced 4x4 systems and more than 60 safety and security features.

“Particularly in one of the harshest winters on record, we’re delighted that the influential members of the New England Motor Press Association have once again recognized the all-weather capability of the Jeep Grand Cherokee,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “Our new EcoDiesel engine and eight-speed transmission further add to blend of capability, refinement and fuel efficiency that have made Grand Cherokee the most awarded SUV ever.”

Through February, Jeep Grand Cherokee sales are up 21 percent in 2014 in the U.S., and up 23 percent in the Northeast.

NEMPA is unique among regional motor press organizations. Its media members represent all six New England states, reaching one of the largest populations in America. NEMPA’s automotive writers and talk show hosts influence consumers who are in the market to buy cars and trucks in order to cope with the region’s punishing weather conditions. Winning vehicles are chosen on how they meet specific needs of New England drivers during winter.

New 2014 Jeep Grand Cherokee

Jeep Grand Cherokee completely redefines the premium SUV, delivering an unprecedented combination of best-in-class fuel economy and driving range, available clean-diesel technology, legendary benchmark capability, world-class craftsmanship, and a host of advanced user-friendly technology and safety features.

For 2014, Grand Cherokee offers a new EcoDiesel engine with best-in-class 30 mpg highway and an unmatched driving range of more than 730 miles. A new eight-speed transmission drives all Grand Cherokee engines, including the 3.6-liter Pentastar V-6 - achieving up to 25 mpg and more than 600 miles driving range - and the 5.7-liter V-8, now achieving up to 22 mpg.

Legendary Jeep capability comes courtesy of three 4x4 systems, Jeep's Quadra-Lift air suspension, Selec-Terrain traction management and an improved crawl ratio of 44.1:1.

A refined exterior design - complete with signature LED running lamps - provides a premium appearance. Premium interior amenities include Natura leather, exotic open-pore wood and new color offerings. The 2014 Jeep Grand Cherokee is available in four trim levels, including the new top-line Summit.

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. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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