

2015 Chrysler 200 and 2014 Jeep® Cherokee Named to *Ward's* 10 Best Interiors List for 2014

- Newest offerings from Chrysler and Jeep® recognized for their outstanding interiors
- The all-new 2015 Chrysler 200 interior was inspired by classic American design and features clean, expressive surfaces and well-crafted components with world-class levels of fit and finish
- The 2014 Jeep Cherokee sports an interior that is modern, inviting and comfortable. With a sophisticated new design, hand-sculpted forms, signature Jeep design cues, high-quality materials, precision craftsmanship and attention-to-detail, Jeep Cherokee raises the bar in the mid-size SUV segment

April 10, 2014, Auburn Hills, Mich. - The all-new 2015 Chrysler 200 and 2014 Jeep Cherokee have been named two of *Ward's* 10 Best Interiors for 2014, compiled by *WardsAuto*.

"To once again be recognized by *Ward's Auto* for their '10 Best Auto Interiors' demonstrates Chrysler Group's commitment to deliver premium materials, unique features and exquisite style to each of our brand's specific consumer," said Ralph Gilles - Senior Vice President - Product Design, Chrysler Group LLC. "While the interiors of the Chrysler 200 and the Jeep Cherokee are in contrast to each other both offer innovation and clever details that meet the needs of their respective consumer."

With a goal of achieving the ultimate driving experience, the Chrysler Group design teams used creation, personal inspiration and attention-to-detail to create the Chrysler 200 and Jeep Cherokee interiors.

"While created with two different customers in mind using different themes, our teams did use the same key principles to design the all-new interiors of new Chrysler 200 and Jeep Cherokee," said Klaus Busse - Head of Interior Design, Chrysler Group LLC. "Our interior designers conceived both vehicles by first establishing an emotional design impact for both vehicles, and then used high-quality materials including state-of-the-art technology along with developing clever storage features that use the new interior space wisely. Both vehicles clearly express these principles, and we're extremely proud that *Ward's* has recognized both new interior designs."

Eight *WardsAuto* editors spent two months evaluating 41 vehicles during their routine commutes in and around metro Detroit and submitted score sheets ranking the entries on features such as ergonomics, driver information, fit-and-finish, materials, value, safety, comfort and design harmony.

"Designers paid extraordinary attention to detail in the new Chrysler 200C interior design and it shows. Specially engineered wood veneer sweeps across the instrument panel and has a wonderful natural feel," said Drew Winter - Editor-in-Chief, *WardsAuto World* magazine. "After this year's brutal winter, the judges developed a real soft spot for the new Jeep Cherokee Limited. Its interior is roomy, comfortable, and boldly styled with highly sculpted shapes and contrasting colors. Fold-flat rear seats add lots of utility and the Uconnect system is the best in the business."

2015 Chrysler 200 Interior

The interior of the all-new 2015 Chrysler 200 has a "wow" factor. It's a striking appearance, one of contemporary luxury but with graceful movement. Hand-sculpted, fluid shapes and clean, expressive surfaces are found throughout the cabin. The fluid shapes carry from the instrument panel around to the door panels. The available open-pore wood trim was designed to visually "hold" the instrument panel in place.

The well-crafted components in the interior of the 2015 200 deliver world-class levels of fit and finish for drivers and passengers alike. Furniture-like mechanisms, such as the sliding cup holders in the innovative center console are sturdy and operate smoothly.

The centerpiece of the new 200's interior is the innovative center console. The contemporary design is pleasing to

look at while offering clever functionality that is enabled by full electronic gear shifting with a rotary shift knob. This leading-edge technology doesn't need the mechanical linkage of traditional shifters that take up space in the center of the vehicle, enabling Chrysler designers to fully utilize the space. A pass-through storage area at the front of the console is accessible by both the driver and front-seat passenger. A thoughtful opening at the rear of the pass-through storage area allows for wires and cables to directly connect to the power supply and media center located in the center console.

2014 Jeep Cherokee Interior

The inspiration for the new 2014 Jeep Cherokee interior included exotic locations and terrain around the world that brought beautiful imagery to mind – Morocco at night, Mt. Vesuvius in Italy and the Grand Canyon.

The Cherokee interior is a sophisticated blend of hand-sculpted fluid shapes, high-quality materials, innovative color and material choices, precision craftsmanship, state-of-the-art technology and thoughtful, clever features. It is inviting and comfortable.

The all-new 2014 Jeep Cherokee stays true to the Jeep brand with design cues from the brand's heritage. The signature trapezoidal plan view feature line is classic Jeep, reminiscent of the trapezoidal wheel arches on the exterior. The center stack bezel is inspired by the outline of the front grille of the 1940s Willys Jeep and continues the design language of its larger sibling, the Grand Cherokee.

The winners of *Ward's* 10 Best Interiors 2014 will be honored on Thursday, May 21 at the *WardsAuto* Interiors Conference in Dearborn, Mich.

About 2015 Chrysler 200

Exquisite style meets exceptional performance in the all-new 2015 Chrysler 200. The Chrysler 200 leapfrogs expectations for a mid-size car with an elegant exterior design, a thoughtful, beautifully crafted interior and an exceptional driving experience complements of a segment-first nine-speed automatic transmission and an all-new chassis. With estimated highway fuel economy of 36 miles per gallon; the most available safety and security features in the segment with 60; an available, best-in-class all-wheel drive system; easy-to-use, state-of-the-art technology and a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just \$21,700, the all-new 2015 Chrysler 200 is a car that customers will be proud to own, at a price they will appreciate. The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan.

About 2014 Jeep Cherokee

There is a new king of the hill in the mid-size sport-utility vehicle (SUV) segment: the all-new 2014 Jeep Cherokee. The 2014 Jeep Cherokee completely redefines the mid-size SUV segment, delivering legendary Jeep 4x4 capability, a segment-first nine-speed automatic transmission, fuel economy improvements of more than 45 percent (versus the outgoing Liberty model), superior on-road ride and handling, a modern, revolutionary design, world-class craftsmanship, class-exclusive technology and more than 70 advanced safety and security features. The Jeep Cherokee is set to delight consumers both on the road and on the trail.

Powered by two new engines, three innovative new 4x4 systems that feature the first use of a fully-automated disconnecting rear axle, the Jeep Cherokee revolutionizes the mid-size SUV segment. The Cherokee delivers leading-edge technology customers will value, world-class craftsmanship and clever features like the available 8.4-inch touch screen media center, the seven-inch full color instrument cluster display, inventive storage solutions and cargo flexibility not found elsewhere 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 (excluding \$995 destination).

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler

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