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## **All-new Jeep® Cherokee Named 2014 Northwest Outdoor Activity Vehicle of the Year**

Jeep Grand Cherokee also brings home honors at 20th Annual Northwest Automotive Press Association (NWAPA) "Mudfest"

- All-new 2014 Jeep Cherokee named Northwest Outdoor Activity Vehicle of the Year and winner of Compact Utility class
- 2014 Jeep Grand Cherokee voted winner of Premium Standard Utility class
- Vehicles evaluated on the basis of capability, comfort and value
- Jeep records top two sales months in brand's 73-year history in March and April
- Jeep sales up 46 percent in U.S. through April

May 9, 2014, Seattle - Jeep® brand vehicles cleaned up at the recent 20<sup>th</sup> annual "Mudfest" competition hosted by the Northwest Automotive Press Association (NWAPA). The all-new 2014 Jeep Cherokee took home top honors, being voted "Northwest Outdoor Activity Vehicle of the Year" by the more than 20 automotive journalist members of NWAPA in attendance.

In addition, the 2014 Jeep Grand Cherokee was named the winner of the Premium Standard Utility class, and the 2014 Jeep Cherokee also was the winner of the Compact Utility class.

"The 2014 Jeep Cherokee Trailhawk was named the winner based on its outstanding performance, off-road capabilities, features, fuel economy and value after rigorous testing," said Ryan Douthit, Co-Chair of the event. "The new Cherokee represents a near-perfect blend of the features and performance that northwest buyers expect."

More than 20 NWAPA automotive journalists spent two days testing vehicles on an autocross, paved and off-road routes at the 310-acre DirtFish Rally School site in Snoqualmie, Wash. Journalists tested 23 vehicles from 16 manufacturers to select winners in five categories: compact utility, family utility, premium compact utility, premium standard utility and extreme capability vehicles. The overall winner, the all-new 2014 Jeep Cherokee, was selected from the class winners.

"Jeep is honored to win these prestigious awards from the NWAPA journalists, especially because the terrain and weather in the Northwest is the perfect environment for Jeep vehicles," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "We're pleased that NWAPA members – along with consumers nationwide – have recognized Jeep Cherokee and Grand Cherokee for the benchmark off-road capability, world-class on-road driving dynamics and fuel efficiency that they offer."

The all-new 2014 Jeep Cherokee completely redefines the mid-size SUV segment, delivering legendary Jeep 4x4 capability, improved fuel economy, superior on-road ride and handling, revolutionary design, world-class craftsmanship, clever functionality and versatility, more than 70 safety and security features and user-friendly technology. The Jeep Cherokee delivers unmatched off-road capability while not sacrificing on-road ride and handling, comfort or segment-leading features.

The new 2014 Jeep Grand Cherokee delivers 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.

The Jeep brand recorded the best two sales months in its 73-year history in March and April. April's new record-setting performance included more than 85,000 sales globally and nearly 60,000 in the U.S. In April in the U.S., both Cherokee and Grand Cherokee recorded more than 15,000 sales. Jeep brand sales are up 46 percent in 2014 through April versus the same time last year.

### **Jeep Brand**

Built on more than 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 consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options. Chrysler Group LLC products are available in more than 150 countries around the world.

### **NWAPA**

NWAPA ([www.nwapa.org](http://www.nwapa.org)) is a professional organization of automotive journalists and media members from throughout the Pacific Northwest and Canada. Founded in 1991, NWAPA includes 45 voting members representing more than 100 newspapers, magazines, radio stations, media groups and the Internet. Non-voting members include representatives from automotive manufacturers and related industry professionals.

Photos of the event available at [www.NWAPA.org](http://www.NWAPA.org).

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