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## **The All-new 2011 Jeep® Grand Cherokee Takes You Beyond the Everyday**

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Staying true to its values and character, the Jeep® brand is purpose-built for adventurous lifestyles. With 68 years of legendary 4x4 capability, the Jeep brand continues to fulfill promises of adventure, liberation and independence for those who embrace life, whether traveling on- or off-road. Jeep continues that tradition with its next-generation flagship vehicle – the 2011 Jeep Grand Cherokee.

Since its introduction in 1992, the Jeep Grand Cherokee has revolutionized the sport-utility (SUV) market by combining authentic off-road capability with on-road comfort and refinement. Building on that formula for success, the all-new 2011 Grand Cherokee has been engineered to deliver significantly improved on-road performance, while maintaining the Jeep brand's four-wheel-drive, torque-on-demand two-speed transfer case and towing capability. It also answers the demand for improved fuel economy and a well-appointed, refined interior cabin.

"Jeep invented the luxury SUV segment with the introduction of the Grand Cherokee nearly 18 years ago," said Mike Accavitti, Director – Brand Marketing, Chrysler LLC. "With more than 4 million vehicles sold, this innovative package is one that clearly resonates with customers. When we began developing the fourth-generation Grand Cherokee, we knew we needed to be true to the character of the brand, but also provide the refinement current owners expect. We knew it still had to be capable for everyday, but could, at a moment's notice, deliver the dream. Our all-new Jeep Grand Cherokee hits the sweet spot of premium on-road performance and class-leading Jeep capability."

Jeep Grand Cherokee buyers, which are 60 percent male and 40 percent female, are affluent and educated with active, outdoor lifestyles and interests. The median age is 51 with an income of \$97,000. Nearly half have children. More than 65 percent have a college degree and nearly 80 percent are professionals.

### **Jeep Brand**

With the greatest range of SUVs under one brand, the 2011 Grand Cherokee takes its place in the Jeep family as the sophisticated, upscale, yet capable sibling. Rounding out the Jeep family tree is:

- The Jeep Compass and Patriot, designed to reach younger buyers wanting the credibility and cachet of the Jeep brand at an affordable price with fuel economy of 28 miles per gallon (mpg) and all-new interiors for 2009;
- The mid-size Jeep Liberty, all-new in 2008, offers the legendary Trail Rated® Jeep 4x4 capability combined with a new level of on-road refinement and innovative features;
- The brand icon, the two-door Jeep Wrangler, remains true to its heritage as the original, extreme fun and freedom machine;
- The Wrangler Unlimited, the only four-door convertible SUV on the market with room for five adult passengers; and
- The seven-passenger Jeep Commander, which delivers a best-in-class off-road driving experience with superior on-road ride and handling.

Whether identified by their ownership of multiple Jeep vehicles or their regular attendance at branded events and Jeep Jamboree owner loyalty and off-road driving events, or by their abundance of Jeep gear – branded products from clothing to baby strollers, they all have one common trait: the ability to go anywhere and do anything in their Jeep vehicles. It is not unusual to see Jeep owners sporting a bumper sticker that says, "It's a Jeep thing...you wouldn't understand."

"No other automotive brand today can say that it has consistently provided owners with a sense of freedom and adventure with the right mix of vehicles to safely take them where they want to go, whether it's closer to nature and

the outdoors, or maneuvering through city and suburbs,” said Accavitti. “Our all-new 2011 Jeep Grand Cherokee reaches the pinnacle, allowing consumers to go above and beyond.”

To meet consumer demand around the world, the Jeep portfolio includes seven vehicles outside North America, all of which are available in right-hand-drive and with petrol and diesel powertrain options. Available Jeep vehicles include: the new Cherokee (Liberty in the U.S.), Commander, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. Chrysler LLC sells and services vehicles in approximately 120 countries around the world.

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