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Jeep® Announces Pricing for the Most Capable, Most Luxurious Grand Cherokee Ever (with updated information)

- All-new 2011 Jeep® Grand Cherokee delivers legendary Jeep capability and uncompromised on-road experience
- New Quadra-Lift™ Air Suspension and Selec-Terrain™ systems deliver new levels of Jeep capability
- All-new Grand Cherokee is the most luxurious Jeep ever with sculpted new exterior and world-class interior design featuring 4 inches added rear leg room
- All-new 3.6-liter V-6 engine delivers 23 mpg fuel-economy and 500-mile range
- New independent front and rear suspension systems contribute to on-road refinement
- Abundant safety, security and advanced technology features
- Available in Jeep showrooms in June
- 2011 Jeep Grand Cherokee Laredo 4x4 pricing starts at $32,995 -- $465 lower than outgoing model
- 2011 Jeep Grand Cherokee Laredo 4x2 pricing starts at $30,995 -- $495 lower than outgoing model

May 11, 2010, Auburn Hills, Mich. - Chrysler Group LLC today announced U.S. pricing for the most advanced generation of its Jeep® Grand Cherokee. With roots dating back to Grand Wagoneer and with over 4 million Grand Cherokee's sold, Jeep continues to redefine the luxury SUV segment.

Pricing for the all-new 2011 Jeep Grand Cherokee Laredo 4x4 will start at a U.S. Manufacturer's Suggested Retail Price (MSRP) of $32,995, while the Laredo 4x2 model will start at $30,995.

"The all-new 2011 Jeep Grand Cherokee redefines the SUV industry with new levels of 4x4 capability, more luxury courtesy of a refined interior and stunning new exterior, improved fuel economy, and independent front and rear suspensions that deliver a premium, refined on-road driving experience," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "The new Jeep Grand Cherokee delivers a unique blend of capability, refinement, features and amenities that no other manufacturer can offer, all at a great price."

The 2011 Jeep Grand Cherokee balances legendary Jeep capability with improved, sophisticated on-road dynamics that deliver a premium driving experience. Capability highlights include a choice of three 4x4 systems, new Jeep Quadra-Lift™ Air Suspension, new Selec-Terrain™ system, and towing capability of 7,400 lbs. On-road dynamics are improved courtesy of new independent front and rear suspension systems and a new body structure that dramatically increases torsional stiffness for reduced Noise, Vibration and Harshness (NVH) levels.

The design of the all-new Jeep Grand Cherokee boasts an all-new sculpted body and athletic profile that define a sleek exterior and aerodynamic finesse. CommandView® -- a new dual-pane panoramic sun roof - extends from the windshield to the rear of the vehicle. A world-class interior design is highlighted by premium soft-touch interior materials for all models. The interior provides consumers with more than four inches of increased rear-seat knee and leg room, and 17 percent more cargo volume.

An all-new 290-horsepower 3.6-liter V-6 engine boasts an 11 percent improvement in fuel economy for the Jeep Grand Cherokee, delivering up to 23 mpg and over 500 miles on one tank of gas.

More than 45 safety and security features are available in the all-new 2011 Jeep Grand Cherokee, including standard Active Head Restraints, full-length side-curtain and seat-mounted side thorax air bags, Electronic Stability Control,

Electronic Roll Mitigation, Hill-start Assist, and Trailer-sway Control. A Blind-spot/Rear Cross-path detection system and Adaptive Cruise Control with Forward Collision Warning are available.

Numerous advanced technology features are offered, including live mobile TV (FLO TV), SIRIUS Backseat TV and UConnect™ Web, which transforms the vehicle into a "hot spot" to deliver the Internet directly to the vehicle.

Completely redesigned and reengineered, the all-new 2011 Grand Cherokee will be built at the nearly 3-million square-foot Jefferson North Assembly Plant (JNAP) in Detroit, which went through a complete transformation as part of World Class Manufacturing (WCM). It will arrive in Jeep showrooms next month (June).

The all-new 2011 Jeep Grand Cherokee will be available in 3 models: Laredo, Limited and Overland.

2011 Jeep Grand Cherokee Laredo
Standard features on the Laredo model include Quadra-Trac I 4x4 system (4x4 only), 3.6-liter V-6 engine, Keyless Enter-N-Go, Electronic Stability Control, Hill Start Assist, Electronic Roll Mitigation, Trailer-Sway Control, front-seat side air bags and side-curtain air bags for front and rear, active head restraints, power 8-way driver seat with power 4-way lumbar adjust, fog lamps, leather-wrapped steering wheel with audio controls, SIRIUS Satellite Radio and 17-inch aluminum wheels.

Optional features include a 360-horsepower 5.7-liter V-8 engine and a Trailer Tow Group.

Jeep Grand Cherokee Laredo 4x4 pricing: $32,995 (including $780 for destination)
Jeep Grand Cherokee Laredo 4x2 pricing: $30,995 (including $780 for destination)

2011 Jeep Grand Cherokee Limited
Limited models add features that include Quadra-Trac II® 4x4 system with Selec-Terrain (4x4 only), front and second-row heated leather seats, memory settings, Bi-Xenon High Intensity Discharge auto-leveling headlamps with SmartBeam®, CommandView dual-pane panoramic sun roof, Parkview® rear back-up camera, Parksense® rear park assist, premium audio, automatic temperature control, 18-inch aluminum wheels, Garmin® navigation, rain-sensitive wipers and bright door handles.

Jeep Grand Cherokee Limited 4x4 pricing: $39,995 (including $780 for destination)
Jeep Grand Cherokee Limited 4x2 pricing: $37,495 (including $780 for destination)

2011 Jeep Grand Cherokee Overland
Overland models add numerous features including Quadra-Lift air suspension (4x4 only), premium interior with Nappa leather-trimmed and heated seats, vented front seats, wood/leather-wrapped heated steering wheel with memory, power tilt/telescope steering column, wood bezels, leather-stitched instrument panel/doors/center console armrest, power liftgate, and 20-inch aluminum wheels.

Jeep Grand Cherokee Overland 4x4 pricing: $42,690 (including $780 for destination)
Jeep Grand Cherokee Overland 4x2 pricing: $39,190 (including $780 for destination)

2011 vs. 2010 model year pricing comparison

	2010	2011
Laredo 4x2	$31,490	$30,995
Laredo 4x4	$33,460	$32,995
Limited 4x2	$38,260	$37,495
Limited 4x4	$40,200	$39,995
Overland 4x2	n/a	$39,190
Overland 4x4	n/a	$42,690

- prices include destination

Jeep Brand

Built on nearly 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 includes Commander, Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all seven Jeep models are sold outside North America and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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