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The Jeep® Brand - The Authentic SUV for Those Seeking Extraordinary Journeys

June 30, 2010, Auburn Hills, Mich. -

With almost 70 years of legendary 4x4 capability, the Jeep® brand continues to fill promises of freedom, adventure and independence for those who truly embrace life, whether traveling on- or off-road. Staying true to its values and character, the Jeep brand is purpose-built for adventurous lifestyles. Jeep continues that tradition with its next-generation flagship vehicle: the Jeep Grand Cherokee.

Since its introduction in 1992, the Jeep Grand Cherokee has revolutionized the sport-utility vehicle (SUV) market by combining authentic off-road capability with on-road comfort and refinement. Building on that formula for success, the all-new 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 consumption and a well-appointed, refined interior cabin.

"Jeep invented the premium SUV segment with the introduction of the Grand Cherokee nearly two full decades ago," said Mike Manley, President and Chief Executive Officer - Jeep Brand, Chrysler Group LLC. "With more than 4 million vehicles sold worldwide, the innovative Grand Cherokee has always resonated with customers. In creating the all-new Grand Cherokee, we have remained true to the character of the brand, but have delivered an unprecedented level of refinement and efficiency. The result is a new icon that hits the sweet spot of premium on-road performance and class-leading Jeep capability."

Jeep Brand

With the greatest range of SUVs under one brand, the all-new Grand Cherokee takes its place in the Jeep product portfolio as the sophisticated, upscale yet capable sibling. Rounding out the Jeep family tree are:

- The Jeep Compass and Patriot, designed to reach younger buyers wanting the credibility and cachet of the Jeep brand at an affordable price and all-new interiors for 2009
- The mid-size Jeep Cherokee (Liberty in the U.S.) offers the legendary Jeep 4x4 capability combined with on-road refinement and innovative features
- The brand icon - Jeep Wrangler two-door - remains true to its heritage as the original, extreme fun-and-freedom machine
- The Jeep Wrangler Unlimited is the only four-door convertible SUV on the market with room for five adult passengers

Whether identified by their ownership of multiple Jeep vehicles; or regular attendance at branded events and Jeep Jamboree owner loyalty and off-road driving events; or by their abundance of Jeep branded products from clothing to baby strollers, Jeep owners 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 Manley. "The all-new Grand Cherokee is the ultimate SUV, blending a new level of on-road refinement and efficiency with unmatched Jeep capability."

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

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