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Jeep® Introduces New Production-intent Concept Grand Cherokee at Houston Auto Show

- New production-intent vehicle boasts stunning exterior with distinct, aggressive flair
- Jeep® connects with consumers to name model via online Jeep “Name My Ride” contest
- Vehicle also on display at Washington (D.C.) Auto Show tomorrow
- Jeep Grand Cherokee sales reach 127,744 units in the U.S. in 2011, up 51 percent vs. 2010
- Jeep brand sales increase 153 percent in Texas in 2011; Grand Cherokee up 226 percent in Texas
- Grand Cherokee most awarded SUV ever; named “SUV of Texas” in 2011 and 2010

January 24, 2012, Houston, Texas - The Jeep® brand has introduced a new, production-intent concept version of its award-winning Grand Cherokee, a unique model with distinctive yet stealthy exterior cues designed to attract new Jeep Grand Cherokee enthusiasts and customers.

Showing the vehicle publicly for the first time this morning at the Houston Auto Show, Jeep also announced that it has created an online contest for consumers to name the new production-intent Grand Cherokee concept. The person who chooses the winning name will have an opportunity to win a new 2012 Jeep Grand Cherokee.

“Highlighted by a unique platinum-chrome front-end appearance and distinctive black-gloss 20-inch wheels and exterior treatments, our new Grand Cherokee concept provides a completely new look – one that is edgy and aggressive, and certainly different than any Grand Cherokee on the road today,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “Jeep enthusiasts have always appreciated limited-edition models and the ability to customize their vehicles. This new Grand Cherokee comes with a unique, ‘factory-customized’ stealth appearance directly from Jeep, and is certain to attract interest from an array of potential customers.

“We plan to garner feedback from consumers at the Houston Auto Show, and via our online Jeep ‘Name My Ride’ contest,” Manley added. “If the level of excitement is what we anticipate, this new Grand Cherokee will be in Jeep showrooms this spring.”

In the U.S., Grand Cherokee sales increased 51 percent in 2011 vs. 2010. In Texas, sales increased 226 percent. The Jeep Grand Cherokee was named “SUV of Texas” the past two years by the Texas Auto Writers Association.

Jeep Grand Cherokee Production-intent Concept

With the Laredo X package as its starting point, the new production-intent concept Jeep Grand Cherokee combines a variety of exterior design changes to create a unique model with an aggressive, chrome and “blacked-out” look.

The vehicle’s grille surround appears in Black, and mesh grille texture in Platinum Chrome. A Platinum Chrome lower fascia applique completes the unique front-end appearance. Black headlamp bezels and a Black liftgate light-bar continues the “blacked-out” theme throughout the vehicle’s exterior.

The production-intent concept rides on 20-inch tires that surround one-of-a-kind Black-gloss aluminum wheels for Jeep.

Based on the Jeep Grand Cherokee Laredo X package, the production-intent concept model includes standard leather-trimmed seats, heated front seats, leather-wrapped steering wheel and shifter, a 9-speaker 506 watt amp sound system with subwoofer, iPod/MP3 connectivity, Parkview™ rear back-up camera, ParkSense® rear-park assist system, Keyless Enter-N-Go, Chrysler Group’s Uconnect hands-free communications system, and more than 50

advanced safety and security features.

Shown in Houston as a Brilliant Black 4x4 model, a Deep Cherry Red 4x4 version will be on display tomorrow at the Washington (D.C.) Auto Show.

Jeep “Name My Ride” Contest

Also announced at the Houston Auto Show, consumers now have the opportunity to name the Jeep Grand Cherokee concept vehicle, via Jeep.com/namemyride or m.jeep.com/namemyride (mobile site). The Jeep “Name My Ride” contest begins today. The Jeep brand will compile entries and narrow them down to three favored choices. Consumers will then have the opportunity to vote online for the winning name, to be announced in May. The person who submits the chosen, official vehicle name will have a chance to win a new 2012 Jeep Grand Cherokee. Customers can visit Jeep.com/namemyride to submit a name for consideration, and for more information and complete contest rules.

2011 Jeep sales highlights

In 2011, Jeep brand sales increased 44 percent in the U.S. – with each Jeep model up more than 30 percent – while industry sales rose 11 percent. Globally, Jeep sales increased 41 percent in 2011. December marked the best Jeep sales month since 2007. Jeep Grand Cherokee sales were up 51 percent in 2011 in the U.S., with more than 127,000 units sold.

2012 Jeep Grand Cherokee

Jeep Grand Cherokee delivers premium on-road performance while maintaining the Jeep brand’s legendary four-wheel-drive, torque-on-demand two-speed transfer case and towing capability. It offers improved fuel economy (up to 23 miles per gallon), a driving range of more than 550 miles, superb on-road ride and handling, a world-class interior cabin, more than 50 safety and security features, and a variety of advanced technology features.

Contributing to Grand Cherokee’s class-leading capability is the combination of Jeep’s Quadra-Lift™ air suspension system and the Jeep Selec-Terrain™ traction control system that lets customers choose the 4x4 setting for the optimum driving experience on all terrains.

The 2012 Jeep Grand Cherokee is available with three 4x4 systems, and with either V-6 or V-8 powertrains.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand 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 Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all 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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