

## **Luxurious, Muscular and Functional Designs from Chrysler Group's SRT (Street and Racing Technology) Brand Are Hallmarks of 2014 Jeep® Grand Cherokee SRT**

- New aggressive yet upscale exterior appearance sets ultimate performance SUV further apart from competition
- New signature LED lighting redefines Grand Cherokee SRT – during day or night
- Luxurious interior offers new levels of advanced and user-friendly technology and connectivity with new 8.4-inch touchscreen display and 7-inch customizable instrument cluster

January 14, 2013, Auburn Hills, Mich. - Starting with the performance-oriented and functional designs from the SRT (Street and Racing Technology) brand, the 2014 Jeep® Grand Cherokee SRT model builds on that success with new exterior and interior styling cues that convey an even higher level of opulence and power.

"The 2014 Jeep Grand Cherokee SRT raises the bar again for our performance SUV," said Mark Trostle, Head of Design – SRT Brand, Mopar and Motorsports, Chrysler Group LLC. "With an exterior that is even more aggressive while remaining upscale and functional, along with a luxurious interior cabin that offers new technology and connectivity, the new Grand Cherokee SRT remains at home on the road or on the racetrack."

### **Aggressive and functional exterior**

The blending of aggressive, upscale and functional styling of the 2014 Grand Cherokee SRT is readily apparent up front, where the signature seven-slot upper grille with black screen insert has been shortened and is flanked by slimmer, adaptive, bi-xenon headlamps that are surrounded by a signature LED character lamp treatment. The iconic Jeep grille itself is larger, and the headlamps feature a unique black background to distinguish the new SRT model from other Jeep Grand Cherokee models, while further accenting their jewel-like appearance.

"We wanted the new Grand Cherokee SRT model to have two distinct visual signatures: one by day and one at night, something that would be unique to this vehicle. All of the styling enhancements – especially the headlights and LED surround – give this vehicle a unique, performance-oriented and menacing look," said Trostle.

The new styling enhancements also enabled SRT designers to incorporate the headlamp washers into the headlamp housing for the first time – rather than on the bumper – for a cleaner, more functional appearance.

New, five-spoke 20-inch "Goliath" wheels with polished finish are standard and ride on standard Pirelli 295/45ZR20 Scorpion Verde all-season tires or available Pirelli P Zero Three-season tires. Available split five-spoke, 20-inch forged aluminum wheels feature the "Spider Monkey" design in Satin Carbon or SRT-exclusive Black Vapor Chrome finishes.

A new Grand Cherokee badge along the vehicle's sides feature a more distinct, more pronounced font.

The front light treatment of the new 2014 Grand Cherokee SRT is mirrored in back for a cohesive styling appearance and features larger tail lamps with signature LED lighting. To further emphasize the performance heritage of the SRT design, the tail lamps feature a black surround, creating the illusion of floating lamps.

Not an illusion is the all-new, more aerodynamically efficient, rear spoiler integrated into the all-new liftgate.

"Typically, designers have to work with features from base vehicles and integrate them into other variants. The opposite was true when it came to our rear spoiler. We created it for our SRT model and it works so well at improving

aerodynamic efficiency and downforce that it was decided to incorporate it into all 2014 Grand Cherokee models," Trostle added.

The new, one-touch liftgate delivers improved customer convenience, and features a new SRT badge that no longer carries the engine cylinder number reference. Rather than relying on a manual lever, the liftgate is operated electronically with the push of a button. For 2014, the flipper glass has been eliminated – greatly enhancing rearward visibility and reducing weight.

Standard 4-inch dual exhaust tips integrated into the lower fascia deliver the throaty exhaust note Grand Cherokee SRT enthusiasts expect from their vehicle and complete the rear styling cues.

The 2014 Grand Cherokee SRT will be available in the following exterior colors: Billet Silver Metallic Clear Coat, Bright White Clear Coat, Brilliant Black Crystal Pearl Coat, Deep Cherry Red Pearl Coat, Granite Crystal Pearl Coat, Maximum Steel Metallic Clear Coat and Redline Pearl Clear Coat.

### **Race-inspired and high-performance interior**

The 2014 Grand Cherokee SRT delivers an interior that is opulent, functional and ideally suited for daily drives or more spirited performance driving on the track.

A new Uconnect 8.4AN touchscreen takes center stage – literally – and displays a wealth of information including the SRT-exclusive Performance Pages, which cite recent track times, lateral acceleration, 0-60 miles per hour (mph) times and much more. These readouts are displayed in full-color and can now be shared with other SRT enthusiasts via a built-in 3G connection.

On the center console, drivers will find a new T-handle shifter for the new eight-speed transmission that allows the driver to select between Drive and Sport shift schedules. Wrapped in grained leather, this advanced shifter further reinforces the brand's street and racing heritage. Behind the shifter is new launch control button highlighted by a color graphic – similar to the "Christmas tree"-type staging lights from the drag strip.

The standard, SRT-exclusive, leather-wrapped and heated steering wheel with a flat bottom is redesigned with a bevy of new comfort, convenience and connectivity controls and more pronounced and ergonomically efficient paddle shifters.

"SRT owners are extremely in tune with their various touch points, so we've continued to refine our SRT-exclusive steering wheel in 2014 following expert feedback from our team of engineers and professional drivers," said Klaus Busse, Head of Interior Design — Chrysler Group LLC. "Also key with our design team was revising the shape and placement of the new paddle shifters with a concave design on the back to ergonomically accept the shape of the driver's fingers."

The new steering wheel is designed and positioned to provide optimal view of the new gauge cluster that now features a 7-inch full-color, customizable instrument display. This new screen allows drivers to select from a multitude of layout and information to be shown in the center of the gauge cluster.

True carbon fiber trim accent sweeps across the driver's door, instrument panel and front passenger door.

The available 825-watt, 19-speaker premium SRT performance audio surround-sound system from Harman Kardon offers world premier innovation, featuring a 32-volt tracking power supply (TPS) 12-channel Class D amplifier that delivers outstanding acoustics and brings multi-dimensional, quality sound for all interior occupants.

GreenEdge speaker and amplifier technology offers superior sound quality and high sound pressure level outputs with minimum energy consumption. GreenEdge amplifiers alone outperform traditional amplifier efficiency by up to 55 percent, representing a net efficiency of more than 90 percent in some cases. The speakers are tuned for maximum efficiency and perfectly matched to the amplifier output.

The system's 19 GreenEdge high-efficiency speakers include nine tweeters, five mid-range speakers, two mid-woofers and three subwoofers located throughout the interior.

The 2014 Grand Cherokee SRT Laguna leather interior is available in two distinctive colors: Torque (black) and a new Sepia combination.

Available as part of the Sepia interior combination, a black Dynamica headliner and black pillars further accentuate SRT's upscale interior appearance.

### **SRT Track Experience**

Owners of any Chrysler Group SRT vehicle receive one day of professional driving instruction as part of the SRT Track Experience, designed to maximize their driving knowledge and skills on the street or track. Sessions are held throughout the year at selected tracks. For more information, visit <http://drivesrt.com>.

### **About SRT**

The Chrysler Group's SRT (Street and Racing Technology) brand uses a successful product development formula featuring five proven hallmarks: awe-inspiring powertrains; outstanding ride, handling and capability; benchmark braking; aggressive and functional exteriors and race-inspired and high-performance interiors to remain true to its performance roots.

The SRT lineup in the 2013 model year features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8 are joined by the SRT flagship Viper and Viper GTS models, which are making their highly anticipated return to the high-performance sports car market.

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