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## **All-new 2015 Renegade Design: Iconic Jeep® Exterior Styling Elements Paired with a Rugged, yet Refined Interior**

- Designed to expand the Jeep® brand globally into the small sport-utility (SUV) segment, the all-new 2015 Renegade combines the brand's heritage with fresh new styling to appeal to a youthful and adventurous customer
- Best-in-class off-road capability with the Trailhawk model's front and rear fascias, featuring aggressive approach and departure angles, plus protective lower body cladding
- Nothing else like it: Renegade displays a powerful stance with aggressive wheel-to-body proportions, plus the freedom of two "My Sky" open-air roof systems
- Renegade's all-new interior exudes an energetic appearance with a "Tek-Tonic" design theme – intersections of soft and tactile forms with rugged and functional details, crafted in high-quality materials and inspired colors
- City- and trail-friendly proportions, with an efficient and flexible interior packaging, to maximize Renegade's versatility and maneuverability

April 16, 2014, Auburn Hills, Mich. - The all-new 2015 Jeep® Renegade offers the open-air freedom and iconic styling

Jeep is known for in an all-new efficient, trail and urban-friendly size – designed to take the growing global small SUV segment head-on with its beefy proportions and purposeful design elements. Inside, the Renegade features high-quality materials and maximizes versatility and capability through clever, thoughtful storage features and useful technology.

"With its powerful stance, rugged body forms and aggressive proportions, the all-new Renegade is pure Jeep design – styled for best-in-class off-road capability and a symbol of American design and ingenuity," said Mark Allen, Head of Jeep Design — Chrysler Group LLC. "And with its city-friendly size and clever My Sky roof panel system inspired by the legendary Jeep Wrangler, Renegade will attract a new wave of youthful and adventurous customers around the world to the brand."

### **A global Jeep for a rapidly growing global brand**

From the start, Jeep designers knew the Renegade would need to deliver best-in-class off-road capability with city-sized proportions that exuded the brand's rugged, versatile and functional styling. Secondly, designers knew that this new Jeep would symbolize American design and ingenuity as it marks the brand's first entry into the small SUV segment in more than 100 markets around the globe. Last, this new Jeep vehicle must provide these youthful and adventurous customers with world-class levels of craftsmanship and efficiency and, more importantly, the toughness and open-air freedom of the legendary Jeep Wrangler.

### **2015 Jeep Renegade exterior design**

The all-new 2015 Jeep Renegade builds on the Wrangler's powerful stance, rugged body forms and aggressive proportions that include best-in-class approach and departure angles purposely designed to deliver best-in-class capability.

At the front, Renegade is decidedly Jeep with its signature seven-slot grille and accent colored "shield" surround. Like the Wrangler, the body-color vertical windshield surround provides visual strength to the vehicle. Large circular

headlamps are tucked under the hood at the top for a meaner look. Below the grille, a two-piece front fascia is aerodynamically tuned and features a body-color upper and molded-in-color lower for durability against the elements.

Short overhangs, trapezoidal wheel arches and a sculptural blend of fluid shapes interrupted by strong chamfers create Renegade's rugged bodyside form. Inheriting Jeep Wrangler's DNA, the Renegade features beefy tires, wide fender forms, door-mounted side mirrors and a lifted belt line that recalls the icon's half-doors. Adding to the Renegade's contemporary look is a blacked-out daylight opening, with an available black roof option that nods to Wrangler's classic hardtop. At the sill, this new Jeep SUV features lower molded-in-color accent cladding that adds protection, all while lightening the weight of the vehicle by visually placing more painted body above the wheel centers.

Linking the side profile to the rear is the familiar Jeep shield-shape that ties in the rear backlight and Wrangler-like square tail lamps with black accent surround. For added detail, the tail lamps feature a new "X" form design theme inspired by military equipment – exuding strength and playing on Jeep brand's roots. Below, the molded-in-color fascia integrates the optional trailer hitch receiver cleanly, along with red rear reflectors for added nighttime visibility.

#### My Sky offers open-air freedom

Just like the first Willys MB Jeep vehicles produced in 1941, the all-new 2015 Renegade offers open-air freedom with two available My Sky open-air roof systems. With a manual removable, or removable with premium power tilt/slide feature, My Sky roof-panel systems provide segment-exclusive panoramic views. Designed for convenience, the honeycomb fiberglass polyurethane roof panels are lightweight and stow neatly in the rear cargo area. For added detail, both My Sky roof systems feature a debossed "X" stamped into the roof for added design detail.

#### Born to be Trail Rated: 2015 Jeep Renegade Trailhawk

Designed for best-in-class off-road capability, the 2015 Renegade takes rugged Jeep design and capability to a whole new level. Exclusive exterior and interior colors, functional differences, such as signature red front tow hooks, Neutral Gray Satin Gloss exterior accents, skid plates, aggressive tires, and front and rear fascias with best-in-class approach and departure angles, all add to this Renegade model's Trail Rated exterior appearance.

#### Wind tunnel sculpted body

The 2015 Jeep Renegade was designed with integrated aerodynamic features to reduce drag and assist in improving fuel economy. Aerodynamically designed features include:

- Fully integrated, aerodynamic-tuned body and fascias
- Extensive rear spoiler
- Integrated underbelly pans
- Integrated sill aerodynamic spats
- Tail lamp design meant to kick air off the side of the body
- Lightweight aluminum wheels that were scrutinized for aerodynamic efficiency

#### Vibrant color palette keeps Renegade fun and exciting

The all-new 2015 Renegade will offer consumers up to 10 different exterior colors, including many named after Jeep brand's legendary heritage. In addition to an available Black accented roof, exterior body colors include: Colorado Red Clear Coat, Omaha Orange Clear Coat, Solar Yellow Clear Coat, Mojave Sand Clear Coat, Commando Clear Coat, Sierra Blue Clear Coat, Glacier Metallic Clear Coat, Black Clear Coat, Alpine White Clear Coat, and Anvil Clear Coat.

#### **2015 Jeep Renegade interior design**

The all-new Jeep Renegade interior features a rugged and energetic appearance that builds upon the Jeep brand's legendary heritage. It's precisely crafted details, innovative and high-quality color and material appointments, state-of-the-art technology, and clever storage features draw inspiration from contemporary extreme sports gear and lifestyles.

"The small SUV segment is a new segment for the Jeep brand and allowed us an opportunity to excite our new global customers with craftsmanship and versatility wrapped in colors, textures and styling that matches their thrill-

seeking attitudes,” said Klaus Busse, Head of Interior Design. “From technically styled elements, anodized interior accents, to colors and materials inspired from extreme sports equipment, the Renegade stands out in the segment.”

The 2015 Jeep Renegade interior was designed using four key principles:

- Make an emotional design impact
- Use high-quality materials with an inspired color and materials story
- Integrate the latest state-of-the-art technologies
- Develop clever storage and intelligent use of space

#### Emotional design

When designers of the 2015 Jeep Renegade began the interior design process, they started with a fresh canvas and simple design brief: create a small SUV that they themselves would aspire to own. This objective is strikingly apparent in the Renegade’s dynamic lines, hand-sculpted forms, and emotional character. The 2015 Jeep Renegade’s iconic design sets it apart in the global marketplace.

#### Tek-Tonic design theme

The interior of the all-new 2015 Jeep Renegade has a distinctive form language which Jeep designers have titled “Tek-Tonic.” The Tek-Tonic design theme is defined by the intersections of soft and tactile forms with rugged and functional details. Major surfaces such as the sculpted soft-touch instrument panel are intersected with bold functional elements like the passenger grab handle. Indispensable for off-road adventures, the robust handle is borrowed from its big brother, the legendary Jeep Wrangler. It cleverly integrates into the passenger air vent to create a unique sculpted element. The unique center vent “air-pod” and anodized accents draw inspiration from performance goggles and boots used in extreme sports. Unique protective clamps that surround the Uconnect touchscreens, shifter bezel, and front-door speaker bezels exude strength and precision. The clamp surrounding the touchscreens is embossed with “Since 1941,” paying homage to the Jeep brand’s legendary history.

For the driver, the 2015 Jeep Renegade features a unique steering wheel with a thick, substantial rim section. Integrated audio, voice, and vehicle controls add a new level of convenience and sophistication to the small SUV market. For added cold-weather comfort, a segment-exclusive 360-degree heated steering wheel is available.

In front of the driver, the instrument cluster design frames the outboard air vent and includes a large analog speedometer and tachometer. For an added sense of adventure, Renegade’s gauge cluster features a mud-splatter design graphic that originated from one of the Jeep design team’s weekend paintball adventures.

Straddling both gauges is a 3.5-inch monochrome display or a state-of-the-art 7-inch TFT display that provides full-color vehicle information and allows the driver to enjoy a customized user experience. Both screens provide vehicle information and feedback through intuitive design, all to keep the driver’s hands on the wheel and eyes on the road.

The Renegade’s lower instrument panel neatly integrates climate controls, a dampened glove box and the media center with USB, auxiliary input and 12-volt power connectivity for mobile devices. Proudly touting its Jeep design DNA and capability is a rubberized tray behind the media center, molded with a topography map of Moab, Utah – a legendary off-road spot for Jeep enthusiasts. Similar to the X-shape inspired roof and tail lamps are the two front cup holders with the same embossed design detail that also helps to grip and secure different-sized beverage containers.

The Jeep Renegade’s center console armrest is wrapped, providing a softer touch, and offers an adjustable position for improved comfort. For added detail, the newly familiar protective clamp bezel surrounds the transmission shifter and is finished in an anodized accent color to match the climate control vents.

The all-new 2015 Jeep Renegade’s front and rear door panels feature a high-level of soft-wrapped materials to provide added craftsmanship and a look that is more pleasing to the eye. The distinctive anodized protective clamp bezels surrounding the door speakers tie in the “Tek-Tonic” interior design theme. Integrated door pockets provide passengers with added storage convenience for gadgets or beverages.

Passenger seats in the all-new 2015 Jeep Renegade are ergonomically designed to support the contour of the body during longer journeys, and are trimmed with premium cloth or leather. The Renegade includes a second-row 60/40-split seats, or for added convenience, 40/20/40-split seats with cargo area pass-through is available.

In addition to its 18.5 cu.ft. (525 liters) of storage, or 50.8 cu.ft. (1,440 liters) with rear seats folded flat, the vehicle neatly stows the removable My Sky roof panels underneath its dual-position rear cargo area shelf. A uniquely designed Jeep My Sky roof-panel bag is included to protect the panels and help keep the cargo area clean. Maximizing versatility is a fold-forward front seat that enables the all-new Renegade to accommodate up to a 5-foot ladder.

#### An inspired color and materials story

Following the Jeep interior design team's philosophy for the Renegade, introduced and seen in the Jeep Grand Cherokee and Cherokee, a new approach for color and materials inspiration was obtained through different lifestyle adventures and locations around the world, creating invigorating color and material environments.

- *Leave no trail behind* is the "Trespass Black" monotone interior that is accented with our Moroccan sun finishes. This interior has contrast dual tone stitch colors to set one on a new path
- *A little grit, a whole lot of grind* is the "Sand Surfing" Black and Warm Sand two-tone interior combination. This combination is highlighted with Satin Chrome accents and features an embossed cloth fabric that provides owners with a visual textural experience
- *Stake your ground* is the "Trailhawk" Black monotone interior that features Ruby Red anodized finishes, Ruby Red stitched accents and a unique Trailhawk signature
- *When the sky isn't the limit* is the "Free Falling" Bark Brown and Ski Gray two-tone interior combination with Orange details. The interior is bold with its Anodized orange finishes and the seats themselves will test the limits featuring a new look

#### **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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