

Jeep® Renegade Celebrates First Year of Production in Brazil

April 29, 2016, Auburn Hills, Mich. - FCA Latin America celebrated yesterday the first year of Jeep® Renegade production at the Goiana plant in Pernambuco. In year one of production, more than 60,000 Jeep Renegade vehicles have been sold in Brazil, and the Jeep brand is now one of the top 10 automotive brands in the market. Jeep Renegade was also named "Car of the Year" by Autoesporte magazine and "Best SUV" by Car and Driver Brazil.

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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