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Choose Your Adventure: Jeep® and Mopar Offer More Than 100 Products to Customize the All-New 2014 Jeep Cherokee

- Customers can pull from a menu of more than 100 Mopar products to augment the 2014 Jeep® Cherokee's go-anywhere capabilities and superior on-road performance
- Mopar products such as door-sill guards, Mopar Electronic Vehicle Tracking System (EVTS), rock rails and more are available for the all-new 2014 Jeep Cherokee
- Mopar also offers optional accessories to mount securely to the Jeep Cargo Management System rack, providing space-saving storage solutions for the adventurous Jeep Cherokee owner

April 10, 2014, Auburn Hills, Mich. - The Jeep® and Mopar brands are offering a catalog of more than 100 parts and accessories to assist owners in bringing to life their own unique vision of the all-new 2014 Jeep Cherokee.

Customers can choose from Mopar products, including chrome mirrors, Mopar Web, Mopar Electronic Vehicle Tracking System (EVTS) and even a pet carrier to augment the 2014 Jeep Cherokee, already engineered to be the most capable mid-size sport-utility vehicle (SUV). Geared to go where others fear to tread, the renowned off-road capability of the 2014 Jeep Cherokee can do even more with options such as rock rails from the Jeep Performance Parts portfolio, which offers hard-core parts to boost off-road performance.

"Whether navigating the trails or hitting the streets, Mopar offers customers more than 100 choices in upgrading the all-new 2014 Jeep Cherokee," said Pietro Gorlier, President and CEO of Mopar — Chrysler Group's service, parts and customer-care brand. "Mopar is committed to supporting owners of all Chrysler Group vehicles with quality-tested, authentic parts and accessories that deliver a vast number of customization options to suit any style."

Mopar also is providing available accessories to help owners make the most of the Jeep Cargo Management System (JCMS), currently offered only on the Jeep Cherokee. The universal module rack is mounted on the driver's side of the rear cargo area and includes hooks and items such as a removable first-aid kit for space-saving storage solutions. Jeep Cherokee owners can choose from optional Mopar accessories to customize the JCMS, including a Trailhawk Off-Road Accessory Kit, Roadside Safety Kit, storage tote, collapsible cooler and more.

Following are select Mopar parts and accessories available for the 2014 Jeep Cherokee:

- Rock rails
- Multiple lifestyle racks and carriers
- Mopar Web
- Mopar EVTS
- Chrome mirror
- Pet carrier
- Hood decal, matte black
- Premium carpet mat
- Door-sill guard
- Splash guards, front
- Splash guards, rear
- JCMS Trailhawk bag
- JCMS Roadside Assistance Bag
- JCMS Cooler
- JCMS Storage Locker

- JCMS Cargo Mat Bag

Owners can personalize their all-new 2014 Jeep Cherokee with these items and more by visiting a Chrysler Group LLC dealership, or by purchasing parts and accessories at www.mopar.com/jeep/cherokee/2014/.

Mopar Brand

Mopar (a simple contraction of the words Motor and PARts) was trademarked in 1937 with the launch of an antifreeze product but truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is FCA's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in more than 130 markets, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for FCA brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for FCA vehicles – a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

Mopar-first Features

Mopar has introduced numerous industry-first features including:

- **Vehicle-information apps:** first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide format. First to offer complete vehicle-information kits in Spanish
- **Wi-Fi:** first to offer customers the ability to make their vehicle a wireless hot spot
- **Wireless charging:** first to introduce in-vehicle wireless charging for portable devices
- **Electronic Vehicle Tracking System (EVTS):** first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor:** first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTech:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V-10 drag-race package car

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