Contact: Todd Goyer

The Jeep® Brand: Freedom, Authenticity, Adventure and Passion

New 2014 Grand Cherokee delivers legendary Jeep® strength and capability in an even more premium, fuel-efficient package

January 13, 2013, Auburn Hills, Mich. - For nearly three-quarters of a century, the Jeep® brand has been closely linked with the ideas of freedom, authenticity, adventure and passion:

- Freedom: Jeep vehicles have long been known as the "original fun and freedom machines," those that "go anywhere and do anything." And from its beginning, freedom was at the forefront of the Jeep brand, given the role Jeep vehicles played in World War II

- Authenticity: Being true to its heritage with an unwavering commitment to leading capability and strength engineered into all Jeep vehicles

- Adventure: Doers, dreamers, discovery and "going anywhere, doing anything"

- Passion: Enthusiasm held by Jeep team members and vehicle owners for the unique lifestyle and vehicles offered by the Jeep brand

The Jeep Grand Cherokee was introduced in 1992 and has been delivering these attributes ever since. With more nearly 5 million sales since, the 2014 Grand Cherokee continues to remain true to the brand while providing consumers even more legendary capability with unprecedented levels of craftsmanship, premium on-road performance and fuel efficiency.

2014 Jeep Grand Cherokee demographics

Jeep Grand Cherokee customers are without question adventurous in nature but want a combination of reliability, safety and security, premium style and sophisticated ride and handling in their vehicle.

Since the introduction of the current platform, Grand Cherokee customers have been more and more attracted to the premium end of the vehicle lineup. Those customers are more affluent and are attracted to the Jeep brand's reputation. They want a comfortable SUV that provides a step above most others. Recognition is important to them.

Jeep Grand Cherokee buyers are approximately 60 percent male and 40 percent female, with a median age of 45 years – slightly below the full-size SUV average of 49 years. Approximately 70 percent have college degrees while 80 percent are married and 35 percent have children. Median household income is $125,000 overall, and $175,000 for the Grand Cherokee Summit buyers.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV 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.

With the greatest range of SUVs under one brand, the Jeep vehicle portfolio consists of:

Compass: A compact SUV with sophisticated, premium design, unsurpassed 4x4 fuel economy, freedom, utility, and Jeep 4x4 cachet and capability, all at a terrific value

Grand Cherokee: The most award-winning SUV ever, balancing legendary Jeep capability with world-class craftsmanship, premium on-road driving dynamics and an array of advanced technology and safety and security

features

Liberty: The mid-size SUV that offers Jeep Trail Rated 4x4 capability combined with on-road refinement and numerous innovative features, including the industry-exclusive full-length Sky Slider open-canvas roof. An all-new Jeep mid-size SUV debuts later this year

Patriot: A compact SUV delivering the fun, adventure and value only Jeep can offer, with unsurpassed 4x4 fuel economy and segment-leading capability

Wrangler: The icon of the Jeep brand, it remains true to its heritage as the original fun-and-freedom machine. Wrangler features a recently-updated new interior and available premium body-color hardtop, along with Chrysler Group's 3.6-liter Pentastar V-6 engine that delivers fuel efficiency, power and on-road refinement

Wrangler Unlimited: The only four-door 4x4 convertible SUV on the market with room for five adult passengers, Wrangler Unlimited also features an available premium body-color hardtop, and the 3.6-liter Pentastar V-6 engine

Whether identified by their ownership of multiple Jeep vehicles, or their regular attendance at branded events, or by their abundance of Jeep gear – branded products from clothing to baby strollers – Jeep owners all have one common trail: a Jeep vehicle delivering benchmark all-weather capability that allows them to go anywhere and do anything. It's not unusual to see Jeep vehicles sporting a bumper sticker that reads, "It's a Jeep thing…you wouldn't understand."

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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