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## **Chrysler Group LLC to Offer More Than 100 Mopar Accessories for 2014 Jeep® Grand Cherokee**

July 25, 2013, Auburn Hills, Mich. - From \$15 chrome valve-stem caps to \$1,775 leather seats, Mopar will offer a full menu of accessories for the 2014 Jeep® Grand Cherokee, the most-awarded sport utility vehicle (SUV) ever.

“For Jeep Grand Cherokee owners who want to further enhance their vehicle, we have a catalog full of proven, quality-tested accessories,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “Unlike any other aftermarket company, our accessories are designed and tested by the same designers and engineers who created our premium SUV.”

The following are select Mopar accessories available on the 2014 Jeep Grand Cherokee. A complete list of Mopar performance parts and accessories is available at [www.mopar.com/jeep/grand-choerokee/2014/](http://www.mopar.com/jeep/grand-choerokee/2014/)

**Racks and carriers:** Mopar offers a full line of roof racks and bike, ski, canoe and luggage carriers, and with a hitch-mounted bike carrier

**Wheels:** Five options including a 20-inch chrome wheel, 18-inch steel winter wheel, 18-inch rugged look and two colors (Silver and Dark Silver) available on a 10-spoke wheel

**Electrical accessories:** Remote start, electric trailer braking, Electronic Vehicle Tracking System (EVTS), back-up camera and battery/engine heaters

**Off-Road accessories:** Tow hooks and heavy-duty rocker guards to enhance off-road protection

**Exterior accessories:** Chrome mirrors, exhaust tip, grille and hood blackout decal

**Side steps:** In chrome or black, tubular side steps provide a lower step-in for entry and exit

**Trailer hitch:** With trailer wiring and towing balls engineered and quality-tested specifically for the Jeep Grand Cherokee

**Pet-friendly partition:** This feature keeps pets secure in the cargo compartment

**Cargo-area tray:** Matches all-weather floor mats and provides wall-to-wall coverage in the cargo area

**Door-sill guards:** In bright stainless steel with Jeep Grand Cherokee name, door-sill guards enhance the appearance of four-door thresholds and provide protection to the paint

**Molded splash guards:** Fits the contour of the vehicle and protect from mud and stone chips

**All-weather floor mats:** In a rugged pattern and featuring the Jeep logo, the mats provide complete carpet protection and full coverage. Premium carpet floor mats feature the Jeep name in luxurious 28-oz. sewn-edge carpeting

### **Jeep Grand Cherokee**

Jeep Grand Cherokee, the most awarded SUV ever, completely redefines the premium SUV, delivering an unprecedented combination of best-in-class fuel economy and driving range, available clean-diesel technology, legendary benchmark capability, world-class craftsmanship, and a host of advanced user-friendly technology and safety features.

For 2014, Grand Cherokee offers a new EcoDiesel engine with best-in-class 30 miles per gallon (mpg) highway and an unmatched driving range of more than 730 miles. A new eight-speed transmission drives all Grand Cherokee engines, including the 3.6-liter Pentastar V-6 – achieving up to 25 mpg and more than 600 miles driving range – and the 5.7-liter V-8, now achieving up to 22 mpg.

Legendary Jeep capability comes courtesy of three 4x4 systems, Jeep's Quadra-Lift air suspension, Selec-Terrain traction management and an improved crawl ratio of 44.1:1.

A refined exterior design – complete with signature LED running lamps – provides a premium appearance. Premium interior amenities include Natura leather, exotic open-pore wood and new color offerings. The 2014 Jeep Grand Cherokee is available in four trim levels, including the new top-of-the-line Summit, with pricing starting at \$29,790.

### **Jeep Brand**

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

The Jeep vehicle lineup includes Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited – with the new 2014 Jeep Cherokee debuting later this year. To meet consumer demand around the world, all Jeep models are sold outside of North America – and all are available in right-hand-drive versions and with gasoline and diesel powertrain options.

### **Mopar Brand**

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the industrial alliance between Chrysler Group and Fiat S.p.A., Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 markets. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as Fiat brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat 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](http://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

### **More Than 75 Years of Mopar**

Mopar (a simple contraction of the words Motor and PARTs) was trademarked for antifreeze product in 1937. The Mopar brand made its mark in the 1960s – the muscle-car era. The former Chrysler Corporation built race-ready Dodge and Plymouth “package cars” equipped with special high-performance parts. Mopar carried a line of “special parts” for super-stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance

speed and handling for both road and racing use. The brand has expanded to include technical service and customer support.

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