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2006 Jeep® Grand Cherokee SRT8 Advertising Launch

December 6, 2005, Auburn Hills, Mich. -

The 2006 Jeep® Grand Cherokee SRT8's snarling big-block 6.1-liter HEMI® V-8 engine puts 420 horsepower to the pavement (or dirt, mud and rocks) through an exclusive electronic full-time four-wheel-drive system. The result? The quickest, most powerful Jeep vehicle ever created.

Visit the Jeep Grand Cherokee SRT8 newsroom for additional product information, pricing and images.

2006 Jeep® Grand Cherokee SRT8 Television Advertising Debuts

View "Birds," the launch spot for the 2006 Jeep® Grand Cherokee SRT8:
High Bandwidth

Ad Description
The only vehicle, on a desert highway, the new 2006 Jeep® Grand Cherokee SRT8 pulls up to the trunk of a small tree. As the vehicle comes to a slow stop, the engine continues to rev.

Revealed is the entire tree. With no leaves and eight branches placed in rows of four it resembles a drag racing Christmas tree.

As the engine continues to rev, two yellow birds land atop the first pair of branches, a second and third pair of yellow birds follow, each landing on a lower set of branches.

Finally, two green birds fly across the screen ... and the moment they land on the lowest branches, the Jeep Grand Cherokee SRT8 races off.

“With the power to go from zero to sixty in under five seconds, it is a force of nature,” (voice over).

(Credit: Creative agency, BBDO Detroit)

2006 Jeep® Grand Cherokee SRT8 Print Advertising Debuts

Print advertising for the new Jeep® Grand Cherokee SRT8 will launch in the January issue of *MotorTrend*, *Automobile*,*Road & Track* and *Car & Driver*. Additional publications will be added in 2006.

The print ad in pdf format is available to the right under "Attached Files."

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