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All-new Jeep® Cherokee Has its European Premiere at the 2007 International Auto Show (IAA) in Frankfurt

- Jeep® Cherokee is all-new from the ground up
- Restyled Grand Cherokee displays multiple enhancements to the best-selling Jeep nameplate
- Jeep brand grows model line-up to seven vehicles in 2007

September 3, 2007, Auburn Hills, Mich. - The 2007 International Auto Show (IAA) in Frankfurt will be the stage for the European Premiere of the all-new Jeep® Cherokee, which delivers a powerful punch in the mid-size SUV market with a new four-wheel-drive system, an exclusive Sky Slider™ full-open canvas roof, a more rugged, classic Jeep look and an all-new interior.

Also having its European debut in Frankfurt is the newest Jeep Grand Cherokee, offering customers more innovative technology, a restyled interior and exterior, an improved engine and more premium amenities. The Grand Cherokee SRT8 high-performance version also sports new looks and features.

The Jeep brand has gone through a major product offensive, expanding globally from three models in 2005 to seven in 2007 – the most available to retail consumers at one time in the 65-year history of Jeep vehicles. No other automotive manufacturer in the world has the range of SUVs that Jeep offers.

The Jeep brand line-up now includes Jeep Commander, Grand Cherokee (including SRT8), Cherokee (Liberty in North America), Wrangler, Wrangler Unlimited, Compass and Patriot. These seven vehicles – all of them powered by both petrol and diesel engine options – provide the opportunity to grow the Jeep brand by offering a variety of products that will excite current customers and attract new ones.

All-new Jeep Cherokee

The all-new Jeep Cherokee (called Liberty in North America) remains true to its legendary 4x4 heritage while offering customers more on-road refinement and amenities. The new Cherokee takes on the Jeep rugged exterior design, and it will now come standard with the all-new Selec-Trac® II full-time four-wheel-drive system.

Also standard is the Jeep-engineered Hill Descent Control system, Hill Start Assist system and more, as Jeep Cherokee continues to build on its already long list of safety and security technologies.

The available Luxury Leather package upgrades the already supple leather seats to solid, single-colour leather coverings featuring French seam stitching. The passenger grab handle, console storage cover and front-door trim panels also receive the same leather treatment, complete with the French seam stitching. The emergency brake handle and transmission shifter receive exclusive leather treatment, brushed stainless-steel door-sill plates welcome passengers, and the floor carpet is augmented with premium floor mats. This package is exclusive for Jeep Cherokee sold outside North America.

In addition to all-new interior design, the amenities, innovations and cargo and storage space continue to improve. An exclusive, all-new feature is the Sky Slider full-open canvas roof, giving the Jeep Cherokee that “Only in a Jeep” open-air experience. The MyGIG™ Multimedia Infotainment System with and without navigation, rain-sensing wipers, express-up/down windows, and memory seats, radio and mirrors are added to the vehicle’s ever-growing list of available features and options.

Jeep Cherokee is available with either the 3.7-litre V-6 petrol engine or new 2.8-litre turbo diesel engine. Cherokee Sport and Limited models will be available outside North America, in both left-hand and right-hand drive, starting in

the first quarter of 2008.

Restyled Jeep Grand Cherokee

The new Jeep Grand Cherokee displays multiple enhancements to the best-selling Jeep nameplate. New for this year is an extremely advanced and flexible Hill Descent Control system for greatly improved control in off-road situations, a new Hill Start Assist system that holds the vehicle automatically on steep hills for a smooth and controlled drive away from a stop, and Trailer Sway Control that minimises trailer sway during towing.

Jeep Grand Cherokee also features a new 4.7-litre V-8 petrol engine that delivers an improvement in fuel economy of more than six per cent, with a 30 per cent increase in horsepower and an eight per cent increase in torque. The interior and exterior design is restyled, and the new Grand Cherokee also features a host of innovative, premium amenities such as the MyGIG Multimedia Infotainment System.

The restyled Jeep Grand Cherokee will be available in Europe and other markets outside North America starting at the end of 2007.

Jeep Brand

The heroic heritage of the Jeep brand and its dominance of the SUV market stretch back more than 65 years, and still today, Jeep continues to deliver on its promise to provide versatile, innovative four-wheel-drive vehicles. The Jeep brand is known worldwide for its core values of mastery, authenticity, freedom and adventure.

Jeep brand vehicle sales outside North America in 2007 have increased 13 per cent to 54,068 units, compared with sales in 2006 (through July). Two of the top-five best-selling Chrysler vehicles outside North America are Jeep models: the Jeep Grand Cherokee is a close second, and the Jeep Cherokee is number five.

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