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## **Most Luxurious Jeep® Grand Cherokee Ever**

*Refined premium design with world-class craftsmanship*

- Aggressive yet refined exterior implies capability and luxury
- New signature LED lighting defines Jeep® Grand Cherokee day or night
- Award-winning Grand Cherokee interior offers even more technology and luxury
- Individual models more readily identifiable for 2014, including new Summit model
- New soft-touch leather and trim, premium real wood and unique upscale color combinations

January 13, 2013, Auburn Hills, Mich. - When the current-generation Jeep® Grand Cherokee made its debut, it impressed consumers with its cohesive, upscale design that was still able to convey the rugged capability expected in a Jeep vehicle. For 2014, Grand Cherokee takes its successful recipe to a new level of opulence and strength in both exterior and interior design.

"We've elevated the Grand Cherokee with an even more premium, yet even more rugged appearance for 2014," said Mark Allen, Head of Jeep Design — Chrysler Group LLC. "Jeep Grand Cherokee is as rugged and capable as ever, boasts a luxurious new design update and is packed with premium ornamentation and technological features that are frankly unexpected, but welcome, in the full-size SUV segment."

All trim levels of the 2014 Jeep Grand Cherokee have been given a more premium look, and are more readily identifiable at a quick glance. On all Grand Cherokee models, the upper grille is shorter in height and the headlamps are slimmer. The lower front fascia has been slightly elevated and the fog lights have been raised and are more pronounced within the fascia design. Together, these changes give the front of the Grand Cherokee a more substantial appearance while still preserving the vehicle's ground clearance at its lower edge.

Of course, Grand Cherokee retains Jeep's classic seven-slot grille and trapezoidal wheel arches.

The rear of the 2014 Jeep Grand Cherokee features new, larger tail lamps with signature LED lighting, a larger rear spoiler to aid in efficient aerodynamics and a re-sculpted tailgate that offers greater rear visibility, and a more pronounced Jeep badge, now found directly on the tailgate between the tail lamps. Lower rear fascias are now model-specific, and dual exhaust tips are standard on all Limited, Overland and Summit models.

### **New premium LED lighting**

A key exterior feature of the 2014 Jeep Grand Cherokee is its signature front and rear LED lighting. These unique lights allow Grand Cherokee to be instantly recognizable, night or day, from a great distance. Standard on Overland and Summit, and available on Limited, are new bi-xenon high-intensity discharge (HID) headlamps (adaptive on Summit) that are outlined with signature LED running lamps. The LEDs start at the inner upper edge at the grille, and follow the outer edge of the light. A slight kink upward occurs at the bottom edge of the LED lights as it nears the inner edge. This also allows for the Summit model's hidden headlamp washers to be placed within the headlamp housing as opposed to a separate nozzle located on the bumper.

The signature headlamps also feature full LED turn indicators.

The LED lights in the rear tail lamps follow the same pattern as the headlamps. A red ring of LED lamps follows the outline of the stop lights and illuminates when the headlamps are on. The lower portion of the tail lamp assembly is outlined in chrome and houses the reverse lights. The rear LED lighting features a dispersed pattern for a seamless

lighting effect, unlike other LED systems where individual filaments can be seen.

### **Grand Cherokee open-air options**

The 2014 Jeep Grand Cherokee features the CommandView dual-pane sunroof that extends from the windshield to the rear of the vehicle, allowing for perfect views both on- and off-road. CommandView is comprised of two glass panels with the front panel opening rearward providing additional light and fresh air to first-row passengers. The rear panel, which is fixed, allows light and open viewing for second-row passengers. The system comes standard with a power sun shade for those who may not want direct sunlight. CommandView is standard on Overland and Summit models and available on Limited.

A traditional sunroof is available on Laredo and Limited models.

### **Unique exterior styling for each Grand Cherokee model**

Jeep Grand Cherokee Laredo models are identified by its body-color grille and chrome headlight treatment. Body-color side mirrors and door handles are also Laredo exclusives. All lower rocker trim is dark gray. Standard wheels are five-spoke 17-inch aluminum wheels painted Tech Silver. Available aluminum 18-inch wheels with a twin five-spoke design are painted Satin Silver. The rear fascia features the new signature tail lamp design along with dark gray lower trim and a single chrome exhaust outlet.

Grand Cherokee Limited models keep the dark gray lower rocker trim and add a body-color grille with chrome grille slot frames and headlight treatment. Bi-xenon headlamps with Grand Cherokee's signature LED running lights are available. Chrome trim outlines the lower fascia opening and skid plate. The wheels on Limited are aluminum 18-inch with a twin five-spoke design and are finished in Satin Chrome. Polished 20-inch five-spoke aluminum wheels with Mineral Gray-painted pockets are optional. The Limited's rear fascia features a chrome trimmed bumper sill protector and dual chrome exhaust outlets.

All Limited (and Overland and Summit) models feature standard chrome side mirrors and door handles.

Grand Cherokee Overland models feature bi-xenon HID headlamps with signature LED daytime running lights, chrome tow hooks in the lower fascia and body-color lower fascia trim. The body-color trim carries over to the wheel arches and surround the polished 20-inch five-spoke polished aluminum wheels with Mineral Gray-painted pockets. The lower rocker panels and trim on the rear fascia also become body color.

The new luxurious Grand Cherokee Summit model tops the range and receives many unique styling cues. The bi-xenon HID signature headlamps are adaptive, and swivel in conjunction with the steering wheel. This improves visibility around bends and turns and is a brand new safety feature for Grand Cherokee. High-pressure headlamp washers are standard.

Between the lamps is a chrome finish on the upper grille's mesh pattern.

The entire lower fascia is unique and features a pronounced chrome trim similar in design to the Grand Cherokee SRT model. The front bumper is larger and features a slimmer opening for the projector fog lamps compared with other models. The lower lip is a contrasting dark gray. Larger, body-color wheel arch moldings are similar to the SRT model, but the Summit has a dark gray lower rocker trim panel with a chrome strip that runs along the top edge of the rocker. This chrome accent helps to visually lengthen the side view of the new Grand Cherokee. Satin clear coat 20-inch aluminum wheels are a unique-to-Summit twin five-spoke design.

The rear fascia is dominated by dual rectangular exhaust outlets and dark gray lower body cladding. These features are unique to Summit models, as is a new Summit badge on the lower right side of the tailgate.

Exterior color options for the 2014 Jeep Grand Cherokee are: Deep Cherry Red Pearl Coat, Brilliant Black Pearl Coat, Bright White Clear Coat, Pacific Blue Pearl Coat, Cashmere Pearl Coat, Billet Silver Metallic Clear Coat, Maximum Steel Metallic Clear Coat, Granite Crystal Metallic Clear Coat, Black Forest Green Pearl Coat, True Blue Pearl Coat and Auburn Pearl Coat (Summit models only).

### **Grand Cherokee interior delivers new levels of comfort, technology, convenience and luxury**

The award-winning interior of the Jeep Grand Cherokee is elevated for 2014 and is clearly one of the most technically advanced in the industry, while boasting an array of upgraded premium soft-touch materials.

"From a mechanical and technological standpoint, the 2014 Jeep Grand Cherokee reaches a new level of refinement, so we needed to create a premium interior that pushes the boundaries of interior design even further," said Klaus Busse, Head of Interior Design — Chrysler Group LLC. "Inspired by locations around the globe, we employed colors, tones and textures that not only portray the go-anywhere nature of Jeep, but that also enhance the luxury experience."

Immediately noticeable is the revised center stack featuring the new 5-inch or 8.4-inch touchscreens. Controls for radio and climate are found below the screen and have easily identifiable knobs and buttons. Following the integrated center stack down onto the center console reveals a new T-handle shifter for the eight-speed transmission. This advanced e-shifter is wrapped in leather and gives Grand Cherokee a leading-edge feel to the cockpit.

Another recognizable change is a new three-spoke steering wheel. Wrapped in leather, it features sections of real wood on Overland and Summit models. All Grand Cherokee models will have standard paddle shifters mounted on the back of the steering wheel.

The new steering wheel perfectly frames the new customer configurable multiview gauge cluster that now features 7-inch Thin-Film Transistor (TFT) technology on every Grand Cherokee model. This screen allows drivers to select from a multitude of layouts and information that can be displayed in the center of the gauge cluster, enhancing personalization of the interior.

Designers took inspiration from legendary locations from around the world when creating the 2014 Jeep Grand Cherokee's interior. Each Grand Cherokee model has its own unique style of luxury and ambiance based on materials and color patterns.

Grand Cherokee Laredo and Limited interiors were inspired by the cultures and environments of Morocco and New Zealand. The Black interiors were inspired by the Moroccan lifestyle seen at night with its warm metallic golden accents. The seats, instrument panel, consoles and door panels are a Black monotone and feature a Miknasa Walnut interior trim finish.

The New Zealand interior is two-tone Black and Light Frost. Nador Brown Walnut interior trim finish with light anodized driftwood adorns the instrument and door panels and eases the contrast between the two-tone upper and lower interior.

Jeep Grand Cherokee Limited models have a slight gold hue to their brushed aluminum look and add Capri leather seating, bright sill scuff plates and bright metal accents to the bottom edge of the wood interior finishes.

Open-pore wood is one of the prominent design cues found on the dash and doors of Grand Cherokee Overland models, and adds a distinct touch of modern luxury along with three interior color choices unlike anything ever seen in a Jeep vehicle. Wood trim is also found on the top portion of the leather-wrapped steering wheel.

A new interior color scheme, Jeep Brown and Indigo Blue, is inspired by the blue-hued dark gray walls of Mount Vesuvius, and features two-tone perforated Nappa leather seating with contrasting bright piping and stitching. The dark, rich Indigo Blue leather is found on the seat backs and bottoms, steering wheel, the center of the front armrest and the lower instrument and door panels. Dark Jeep Brown is found on the upper half of the stitched-leather instrument panel, the inner edges of the seat bolsters, the outer edges of the front center armrest and on the door upper panels. Contrasting bright stitching also lines the door panels and center arm rest. Open-pore brown Zebrano wood with contrasting silver trim is found on the instrument panel door panels.

On the opposite end of the spectrum is the Jeep Brown and Light Frost interior derived from the geographic diversity found in the Asian country of Nepal. The perforated Nappa leather seats, center console, and the lower instrument and door panels are finished in Light Frost with the steering wheel and upper instrument and door panels finished in Jeep Brown. Open-pore brown Zebrano wood with contrasting silver trim is found on the instrument panel door panels, and the trim surrounding the shifter, dash vents and door handles takes on a silver hue.

The Grand Cherokee Overland is also available with a Black Nappa leather interior with open-pore Nador Brown Walnut wood trim and contrasting silver trim.

A final touch to the interiors in Overland models is the addition of ambient rear-seat footwell lighting.

Grand Cherokee Summit models continue to carry the torch for premium interiors in the SUV segment. Premium Natura-Plus leather seating with heated, ventilated and memory front seats are featured in Summit, and are available in Black or Jeep Brown with copper accents. The Jeep Brown interior is inspired by the warm brown and amber hues seen in the Grand Canyon in the southwestern United States. Summit Brown open-pore wood is found on the instrument and door panels, and copper leather stitching adorns the leather-covered instrument panel, seats, doors and center armrest.

Also unique to Summit is a suede-like material covering the A-pillars and headliner, and bright trim surrounds the door-mounted speaker grilles.

Another impressive feature found on Summit models is a 19-speaker, 825-watt high-performance Harman Kardon surround sound audio system. This state-of-the-art system features a 12-channel amplifier and three sub-woofers, and surrounds the occupants in high-definition sound.

The 2014 Jeep Grand Cherokee is still a utility vehicle, and several storage and convenience features have been designed into the rear cargo area including a grated, protective floor accented with a durable and bright finish. The spare tire has a dedicated space underneath the cargo floor that also contains two removable bins ideal for storing beverages or muddy gear. Also in the rear cargo area is a storage unit with a re-chargeable flashlight. Grocery hooks are placed on each side of the rear cargo compartment, and cargo capacity with rear seats up is 36.3 cu. ft. and 68.3 cu. ft. with rear seats folded flat.

The 2014 Jeep Grand Cherokee interior is available in four distinctive new colors: Black, Light Frost, Jeep Brown with Indigo Blue (Overland only) and Jeep Brown (Overland and Summit).

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