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All-new 2014 Jeep® Cherokee to start at \$22,995

- Jeep® raises the bar with legendary benchmark 4x4 capability, world-class on-road dynamics, fuel economy of more than 30 mpg, modern and progressive new design, world-class craftsmanship, and an array of advanced safety and technology features
- All-new 2014 Jeep® Cherokee pricing starts at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$22,995
- 2014 Jeep Cherokee is priced less than outgoing Liberty model, but offers more advanced technology and safety features, significantly improved fuel economy, and many segment "firsts"
- Best-in-class 4x4 capability with three new advanced four-wheel-drive systems and industry-first rear-axle disconnect
- Segment-first 9-speed transmission contributes to improved fuel economy, as well as on- and off-road driving performance
- More than 45-percent fuel economy improvement versus outgoing Liberty and driving range of nearly 500 miles, courtesy of new 2.4-liter Tigershark MultiAir2 I-4 engine
- First use of Chrysler Group's new 3.2-liter Pentastar V-6 engine
- More than 70 advanced safety and security features including first Chrysler Group use of ParkSense Parallel/Perpendicular Park Assist System
- Array of advanced, cutting-edge technology features
- Modern, progressive new Jeep design

June 9, 2013, Auburn Hills, Mich. - Available to consumers in the third quarter of this year, the all-new 2014 Jeep® Cherokee will be offered at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$22,995 (plus \$995 destination). Jeep Cherokee's starting price is hundreds of dollars less than the outgoing Jeep Liberty model, while offering more fuel economy, more advanced safety and technology features, even more class-leading 4x4 capability, a modern and progressive new design, and significantly improved everyday on-road ride and handling.

"The all-new 2014 Jeep Cherokee is entering the largest SUV segment in North America with an unmatched combination of capability, fuel efficiency, technology, safety and value," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Jeep Cherokee is absolutely packed with content that includes numerous industry and segment 'firsts' that directly translate to a tremendous value for consumers shopping in the mid-size SUV segment, which boasts two million sales annually in North America and five million globally."

Completely redefining the mid-size SUV segment, the all-new 2014 Jeep Cherokee delivers legendary Jeep 4x4 capability, a segment-first nine-speed automatic transmission, fuel economy improvements of more than 45 percent (versus the outgoing Liberty model), superior on-road ride and handling, a new aerodynamic design, world-class craftsmanship, class-exclusive technology and more than 70 advanced safety and security features.

The 2014 Jeep Cherokee is available in four different trim levels: Sport, Latitude, Limited and Trailhawk. Following are the starting U.S. MSRPs for each 2014 Jeep Cherokee model (all exclude \$995 destination):

- Jeep Cherokee Sport 4x2: \$22,995
- Jeep Cherokee Sport 4x4: \$24,995
- Jeep Cherokee Latitude 4x2: \$24,495

- Jeep Cherokee Latitude 4x4: \$26,495
- Jeep Cherokee Limited 4x2: \$27,995
- Jeep Cherokee Limited 4x4: \$29,995
- Jeep Cherokee Trailhawk 4x4: \$29,495

For comparison, the 2014 Jeep Cherokee's starting price is \$400 less than the outgoing 2012 Liberty model, which started at \$23,395 for Sport 4x2 models and \$25,395 for Sport 4x4 models.

2014 Jeep Cherokee Sport

The Jeep Cherokee Sport model with a starting U.S. MSRP of \$22,995 delivers a sleek, athletic design, world-class craftsmanship, fuel economy of up to 31 miles per gallon (mpg), a class-exclusive nine-speed automatic transmission and legendary Jeep capability in all weather conditions with a price point customers will value.

The Cherokee Sport model is powered by the new 2.4-liter MultiAir2 Tigershark I-4 engine which produces 184 horsepower and 171 lb.-ft. of torque and a driving range on a tank of gasoline of nearly 500 miles.

Standard equipment includes: Compact U.S. Wide (CUS-wide) platform and high-strength steel body, drivetrain with rear axle disconnect, black power mirrors and door handles, Uconnect 5.0-inch touchscreen media center with Bluetooth for hands-free phone and streaming audio capability and a media hub that offers USB, SD and auxiliary ports and charging capability, a new 3.5-inch full-color, thin-film transistor (TFT) LED center cluster, cloth seats with driver and passenger manual height adjuster, driver-seat back pocket, 60/40 split rear seat that reclines, has an armrest and cup holder and adjusts fore and aft up to six inches, acoustic, laminated front windshield, power windows with driver one-touch down, sliding sun visors with illuminated mirrors, cargo management system, 10 air bags including multistage driver and front passenger air bags, driver and front-passenger knee bags, front- and second-row seat-mounted side air bags, supplemental all-row side curtain air bags; LED tail lamps and daytime running lamps, halogen projector headlamps, bright exhaust tip, four-wheel anti-lock disc brakes, electronic stability control, traction control, Hill-start Assist, electric power steering, electric park brake, cruise control, air conditioning with rear outlets, remote keyless entry, power remote open fuel door, tire pressure monitoring system with four tire display, tire inflator kit, 17-inch steel wheels with all-season tires and class-exclusive Jeep Cargo Management system including standard hooks and storage tote and available lifestyle accessories.

Optional equipment and packages for the 2014 Cherokee Sport include: Jeep Active Drive I 4x4 system, Selec-Terrain drive mode selector (standard equipment with 4x4 equipped vehicles), SiriusXM Radio, ParkView rear backup camera with dynamic grid lines, 17-inch aluminum wheels, engine block heater, Cold Weather Group and Trailer-tow Group.

2014 Jeep Cherokee Latitude

The all-new 2014 Jeep Cherokee Latitude model is the volume model for the Cherokee lineup, has a starting U.S. MSRP of \$24,495 and is packed with an impressive amount of standard and available features. The Cherokee Latitude model includes all the standard equipment found on the Sport model as well as: body color power mirrors and door handles, bright daylight opening (DLO) molding and roof rails, deep tint sunscreen glass, fog lamps, power windows with one-touch up and down, front passenger fold-flat seat with in-seat storage space, leather-wrapped steering wheel, ambient LED interior lighting, new 17-inch aluminum wheels, air conditioning with integrated center stack controls, 115-volt outlet and compact spare tire.

Optional equipment and packages on the Jeep Cherokee Latitude includes: new 3.2-liter Pentastar V-6 engine which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of 460 miles, Jeep Active Drive I 4x4 system, Jeep Active Drive II 4x4 system, Selec-Terrain drive mode selector (standard equipment with 4x4 equipped vehicles), 8.4-inch touchscreen Uconnect radio, 506-watt Alpine premium audio with nine speakers and subwoofer, CommandView dual-pane panoramic sunroof with power sunshade, engine block heater, Cold Weather Group, Comfort/Convenience Group and Trailer-tow Group.

2014 Jeep Cherokee Limited

The all-new 2014 Jeep Cherokee Limited model has a starting U.S. MSRP of \$27,995 and offers the discerning customer luxury amenities at an affordable price point. The Cherokee Limited features the standard equipment of the Latitude model as well as leather heated power seats, heated steering wheel, Keyless Enter-N-Go, automatic headlamps, heated, signal mirrors with approach/courtesy lamps, bright lower fascia appliques front and rear, security

alarm, new 18-inch polished/painted aluminum wheels with all-season tires, 8-way power driver seat with 4-way power driver lumbar adjust, 7-inch full-color, thin film transistor, reconfigurable instrument cluster, 8.4-inch touchscreen radio, SiriusXM Radio, USB in instrument panel media center for iPod, ParkView rear backup camera, remote start, dual-zone automatic temperature control, auto-dim rearview mirror, universal garage door opener, leather-wrapped shift knob and cargo net.

Optional equipment and packages include: new 3.2-liter Pentastar V-6 engine which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of 460 miles, Jeep Active Drive I, Jeep Active Drive II, Selec-Terrain drive mode selector (standard equipment with 4x4 equipped vehicles), Uconnect Access 8.4N HD radio with navigation and 8.4-inch touchscreen, wireless charging pad, 506-watt Alpine audio with nine speakers and subwoofer, CommandView dual-pane panoramic sunroof with power sunshade, engine block heater, Cold Weather Group, Technology Group, Comfort/Convenience Group, Trailer Tow Group and Luxury Group.

2014 Jeep Cherokee Trailhawk

With a starting U.S. MSRP of \$29,495, the all-new 2014 Jeep Cherokee Trailhawk model is the ultimate expression of off-road ruggedness and performance delivering best-in-class Trail Rated 4x4 capability.

The Cherokee Trailhawk includes the standard equipment of the Cherokee Latitude model, as well as unique off-road front and rear fascias, off-road wheel flares, red tow hooks, skid plates, off-road suspension, one-inch increased ride height, heavy-duty engine cooling and auxiliary transmission oil cooler, Jeep Active Drive Lock 4x4 system with low range and locking rear axle, Selec-Terrain drive mode selector, new Selec-Speed Control with Hill-ascent Control and Hill-descent Control, heated, power mirrors, accent color mirrors, grille surrounds, lower fascia appliques and roof rails, black DLO moldings, red "Trail Rated" and "Trailhawk" badges, new 17-inch polished aluminum wheels with black painted pockets and OWL all-terrain tires, full-size spare tire, unique cloth and leather interior, red accent stitching on instrument panel brow, seats, door armrests, center console lid, shifter boot and console netting, red "Trailhawk" tag on console netting, leather-wrapped shift knob, 7-inch full-color, thin-film transistor, reconfigurable instrument cluster, 8.4-inch touchscreen radio, SiriusXM Radio, USB in instrument panel media center, cargo net and all-weather slush floor mats.

The Jeep Cherokee Trailhawk includes as standard equipment aggressive approach (29.8 degrees) and departure (32.1 degrees) angles – compliments of unique front and rear fascias – a one-inch factory lift, and boasts an approach angle of 29.8 degrees. Running ground clearance is 8.7 inches.

Optional equipment and packages include: new 3.2-liter Pentastar V-6 engine which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of 460 miles, matte black hood decal, Uconnect Access 8.4N HD radio with navigation and 8.4-inch touchscreen, 506-watt Alpine audio with nine speakers and subwoofer, CommandView dual-pane panoramic sunroof with power sunshade, SkySlider open air sunroof, engine block heater, Cold Weather Group, Technology Group, Comfort/Convenience Group, Trailer-tow Group and Leather Interior Group.

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 all-new 2014 Cherokee debuting in the third quarter of this year. 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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