

Contact: LouAnn Gosselin

Daniel Labre

Chrysler Canada - All-new 2014 Jeep® Cherokee to start at \$23,495

June 10, 2013, Windsor, Ontario - Jeep® raises the bar with legendary benchmark 4x4 capability, world-class on-road dynamics, fuel economy of up to an estimated 6.3 L/100 km (45 mpg) highway, 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 Canadian Manufacturer's Suggested Retail Price (MSRP) of \$23,495
- 2014 Jeep Cherokee is priced less than outgoing Liberty model, and 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 36-percent fuel economy improvement versus outgoing Liberty and driving range of nearly 900 kilometers, courtesy of new 2.4-litre Tigershark MultiAir I-4 engine
- First use of Chrysler Group's new 3.2-litre 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

Available to consumers in the third quarter of this year, the all-new 2014 Jeep® Cherokee will be offered at a Canadian Manufacturer's Suggested Retail Price (MSRP) of \$23,495. Jeep Cherokee's starting price is 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. In addition to this, Cherokee now offers either 4x2 or three all-new 4x4 systems.

"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 36 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, North, Limited and Trailhawk. Following are the starting Canadian MSRPs for each 2014 Jeep Cherokee model:

- Jeep Cherokee Sport 4x2: \$23,495
- Jeep Cherokee Sport 4x4: \$25,695
- Jeep Cherokee North 4x2: \$26,495
- Jeep Cherokee North 4x4: \$28,695
- Jeep Cherokee Limited 4x2: \$29,995
- Jeep Cherokee Limited 4x4: \$32,195
- Jeep Cherokee Trailhawk 4x4: \$30,695

2014 Jeep Cherokee Sport

The Jeep Cherokee Sport model with a starting Canadian MSRP of \$23,495 delivers a sleek, athletic design, world-class craftsmanship, fuel economy of up to 6.3 L/100 km (45 mpg) highway, 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-litre MultiAir Tigershark I-4 engine which produces 184 horsepower and 171 lb.-ft. of torque and a driving range on a tank of gasoline of over 900 kilometers.

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 centre 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-colour, in-cluster LED display centre, 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, 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: new 3.2-litre Pentastar V-6 engine which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of over 800 kilometers, Jeep Active Drive I 4x4 system, Selec-Terrain drive mode selector (standard equipment with 4x4 equipped vehicles), SiriusXM Satellite Radio, ParkView rear backup camera with dynamic grid lines, Cold Weather Group, and Trailer-tow Group.

2014 Jeep Cherokee North

The all-new 2014 Jeep Cherokee North model is the volume model for the Cherokee lineup, has a starting Canadian MSRP of \$26,495 and is packed with an impressive amount of standard and available features. The Cherokee North model includes all the standard equipment found on the Sport model as well as: body colour 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 centre stack controls, 115-volt outlet and SiriusXM Satellite Radio.

Optional equipment and packages on the Jeep Cherokee North includes: new 3.2-litre Pentastar V-6 engine which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of over 800 kilometers, 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, Cold Weather Group, Comfort/Convenience Group, Trailer-tow Group and ParkView Rear Back-up Camera.

2014 Jeep Cherokee Limited

The all-new 2014 Jeep Cherokee Limited model has a starting Canadian MSRP of \$29,995 and offers the discerning customer luxury amenities at an affordable price point. The Cherokee Limited features the standard equipment of the North 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-colour customizable in-cluster display centre, 8.4-inch touchscreen radio, USB in instrument panel media centre 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-litre Pentastar V-6 engine which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of over 800 kilometers, Jeep Active Drive I, Jeep Active Drive II, Selec-Terrain drive mode selector (standard equipment with 4x4 equipped vehicles), Uconnect 8.4AN 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, Cold Weather Group, Technology Group, Trailer Tow Group and Luxury Group.

2014 Jeep Cherokee Trailhawk

With a starting Canadian MSRP of \$30,695, 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 North 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 colour 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, centre console lid, shifter boot and console netting, red "Trailhawk" tag on console netting, leather-wrapped shift knob, full-colour 7-inch customizable in-cluster display centre, 8.4-inch touchscreen radio, USB in instrument panel media centre, 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-litre Pentastar V-6 engine which produces 271 horsepower and 239 lb.-ft. of torque and a driving range on a tank of gasoline of over 800 kilometers, matte black hood decal, Uconnect 8.4AN 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, 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.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT®, FIAT® and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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