

Jeep® Celebrated New 2014 Cherokee with Counting Crows Concert at Red Rocks Amphitheatre

- Concert tickets were available by visiting a Front Range Jeep dealership before October 11

October 12, 2013, Morisson, Colo. - Honoring the debut of the all-new 2014 Jeep® Cherokee, the Jeep brand celebrated "Colorado-style" with a Counting Crows concert at the famous Red Rocks Amphitheatre on Sat., Oct. 12. Jeep is the official sponsor of the Red Rock's Amphitheatre Jeep Summer Concert Series and closed the 2013 season with this special promotional event for Jeep owners and prospective customers.

"Colorado is full of devoted Jeep enthusiasts, and we could not think of a more fitting way to celebrate the latest edition to the Jeep family than to host a concert under the stars at Red Rocks with our extended family of Jeep fans," said Jeff Hines, Chrysler Group director of the Denver business center.

Consumers could attend the Jeep Celebration Concert featuring the Counting Crows with complimentary tickets that were available at any Front Range Jeep dealership while supplies lasted or by purchasing tickets at www.jeepcelebrationconcert.com. Additionally, concert-goers could get their hands on Jeep gear, a sneak peek at the newest rock-crawler in the family the 2014 Cherokee and, as a special perk for current Jeep owners, premium "Jeep only" parking.

"The new Jeep Cherokee is an SUV built with Colorado in mind. It has a sleek modern look with a luxurious, high-tech interior for daily driving paired with amazing Jeep Trail-Rated off-road capabilities for your weekends in the mountains," said Hines. "We are sure this vehicle will make a big statement in Colorado; therefore, deserving a big introduction."

The concert began at 7:30 p.m. on Sat., Oct. 12, 2013, featuring the Counting Crows and special guests Saints of Valory. Doors opened at 6 p.m.

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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