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## **Jeep® Expands Cherokee Lineup With Premium Overland Model**

- New 2016 Jeep® Cherokee Overland debuts at New England International Auto Show
- More premium Jeep Cherokee model boasts an unmatched combination of luxury and capability in the mid-size SUV segment
- Cherokee Overland delivers sophisticated styling, a well-appointed interior, a long list of premium standard features and legendary Jeep capability
- New premium Cherokee Overland available in Jeep showrooms this spring
- Jeep Cherokee sales increased 23 percent in 2015

January 14, 2016, Boston - The Jeep® brand is introducing its new Cherokee Overland today at the New England International Auto Show, expanding the brand's lineup to deliver consumers a new level of luxury combined with unmatched capability in the mid-size SUV segment.

"The new Cherokee Overland model is a direct response to consumers looking for benchmark 4x4 capability that only Jeep can offer, in a stunning, more luxurious package loaded with premium amenities," said Mike Manley, Head of Jeep Brand – FCA Global. "Cherokee sales increased 23 percent in 2015, and we expect the new Overland model will attract even more consumers into our Jeep showrooms going forward."

The new Cherokee Overland joins Sport, Latitude, Limited and Trailhawk models in the Cherokee lineup. With a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$34,695 (plus \$995 destination), Cherokee Overland arrives in Jeep dealerships this spring.

### **2016 Jeep Cherokee Overland**

An exclusive style, premium amenities and enhancements and a long list of standard equipment elevate the new 2016 Jeep Cherokee Overland model to new levels of refined elegance and comfort.

The exterior of the new Cherokee Overland model features new body-color fascias with a bright front grille and chin extension, body-color door cladding and wheel flares, new 18-inch fully polished bright aluminum wheels, standard HID bi-xenon headlamps and "Overland" badge on the liftgate.

Inspired by the award-winning Jeep Grand Cherokee Overland model, the Jeep Cherokee Overland interior includes a host of premium enhancements, including a leather-wrapped instrument panel, power front driver and passenger seat with four-way power lumbar, a new Jeep steering wheel with Zebrano high-gloss wood trim, bright door sill plates, Berber floor mats, standard Nappa leather seats with ventilated/heated front seats, standard Alpine Premium Audio system, Uconnect 8.4AN AM/FM radio with 8.4-in. touchscreen display, Bluetooth, Navigation, HD Radio, SiriusXM Travel Link, SiriusXM Traffic, Uconnect Access Advantage, and standard memory driver's seat, radio and exterior mirrors.

In addition to the interior and exterior design enhancements and the standard equipment found on the Jeep Cherokee Limited model, the 2016 Jeep Cherokee Overland model adds the following as standard equipment: power liftgate, blind spot monitoring and rear crosspath detection, Parksense rear backup assist system and a premium insulation group. The new Jeep Cherokee Overland 4x4 model comes standard with 8.2 inches of ground clearance to help drivers reach the most demanding destinations.

Living up to the "Overland" name, each Jeep Cherokee Overland 4x4 model comes equipped with the Jeep Active Drive II 4x4 system, which includes a two-speed power transfer unit, low range and an industry-first disconnecting

rear axle for improved fuel efficiency when 4x4 capability isn't needed.

In addition, the Jeep Active Drive II system features the Jeep brand's Selec-Terrain traction control system. Selec-Terrain allows the driver, with a push of a button on the Selec-Terrain dial, to choose the on- and off-road setting for optimum performance. Four customized settings are offered on the new Cherokee Overland model: Auto, Snow, Sport and Sand/Mud.

Selec-Terrain is designed to optimize the four-wheel-drive systems for unsurpassed control and capability. Selec-Terrain electronically coordinates and optimizes up to 12 systems on any terrain providing enhanced vehicle control, including drivetrain control module, electronic brake controller, ESC, transmission controller, powertrain controller and Selec-Speed Control (Hill-ascent and Hill-descent Control). The system also includes Jeep Selec-Terrain, allowing drivers to choose between four modes (auto, sport, snow and sand/mud), which optimizes the 4x4 system to the driving conditions.

Optional features on the 2016 Cherokee Overland model include:

- Heavy Duty Protection group includes skid plates and full-size spare tire, 3.2-liter Pentastar V-6 engine with standard engine stop/start (ESS) fuel-saving technology, producing 271 horsepower and 239 lb.-ft. of torque
- Technology Group includes advanced Brake Assist, auto high beam headlamp control, LaneSense Departure Warning Plus with Lane Keep Assist, Forward Collision Warning-Plus with crash mitigation, Parallel and Perpendicular Park Assist, adaptive cruise control with stop and go, ParkSense front and rear park assist with rear stop, rain sensitive windshield wipers, wireless charging pad, remote CD player, engine block heater and sunroof.

### **Jeep Cherokee**

The 2016 Jeep Cherokee completely redefines the mid-size SUV segment, delivering legendary Jeep 4x4 capability, superior on-road ride and handling, world-class craftsmanship, clever functionality and versatility, more than 70 available safety and security features and advanced user-friendly technology. The Jeep Cherokee stands out against competitors with unmatched off-road capability while not sacrificing on-road ride and handling, comfort or segment-leading features.

### **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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