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## **All-new 2011 Jeep® Grand Cherokee Named "SUV of Texas" by Texas Auto Writers**

### **Association**

- Industry's new benchmark, premium SUV also named "Full-size SUV of Texas"
- New Jeep® Grand Cherokee hits sweet spot of real-world capability and on-road refinement
- New 2011 Jeep Wrangler Unlimited Sahara named "Mid-size SUV of Texas"
- Iconic Wrangler formula improved for 2011 with all-new interior and body-color hard top

October 23, 2010, SAN ANTONIO, TEXAS -

Dozens of journalists representing the Texas Auto Writers Association (TAWA) spent two days driving the industry's newest sport-utility vehicle lineup late last week, over a variety of on-road and rugged off-road terrain. When the dust settled and ballots were counted, the all-new 2011 Jeep® Grand Cherokee was named "SUV of Texas" by the influential group of automotive journalists.

The automotive industry's new benchmark, premium SUV was also named "Full-size SUV of Texas," and the 2011 Jeep Wrangler Unlimited Sahara - complete with an all-new interior, body-color hard top, and legendary Jeep capability - took home the "Mid-size SUV of Texas" crown.

"It was an honor to represent Jeep at the Texas Auto Writers Association 'Truck Rodeo,' and we are thrilled that this opinion-leading journalist organization has recognized the all-new 2011 Jeep Grand Cherokee as the 'SUV of Texas' and the 'Full-size SUV of Texas,' and the iconic Jeep Wrangler Unlimited as the 'Mid-size SUV of Texas,' said Mike Manley, President and CEO -- Jeep Brand, Chrysler Group LLC. "This new generation of the Jeep Grand Cherokee delivers the perfect blend of on-road refinement, superb craftsmanship, world-class design, improved fuel economy, innovative features, and legendary real-world capability."

"At the same time, the iconic Jeep Wrangler keeps getting better, and we're thrilled the Texas Auto Writers recognize this," Manley added. "While retaining unmatched, legendary capability, the 2011 Jeep Wrangler boasts an all-new interior that delivers a host of comfort, convenience and versatility features. In addition, Sahara models now feature a stunning, all-new body-color hard top, for customers looking for a Jeep Wrangler with a more premium appearance."

More than 40 TAWA members were given two days of on- and off-road evaluation time with the Grand Cherokee, Wrangler and their competitors. Consideration is given to everything from exterior styling and off-road capability, to the entrant's overall utility, value and fuel efficiency.

"Jeep has proven itself in the toughest SUV market in the country," said Mike Herzing, TAWA President. "Jeep Grand Cherokee is the nicest SUV out there, and still true to its Jeep DNA."

Jeep Grand Cherokee

Nearly two decades ago, Jeep invented the premium SUV segment with the introduction of the Jeep Grand Cherokee. More than 4 million sales later, Jeep improves the formula and hits the sweet spot of Jeep 4x4 capability and on-road refinement with the all-new 2011 Jeep Grand Cherokee.

The all-new Jeep Grand Cherokee delivers premium on-road performance while maintaining the Jeep brand's legendary four-wheel-drive, torque-on-demand two-speed transfer case and towing capability. It also offers improved fuel economy (up to 23 mpg), superb on-road ride and handling, a world-class interior cabin, more than 45 safety and

security features, and a variety of advanced technology features.

#### Jeep Wrangler

Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an all-new interior that delivers rich styling with significantly upgraded touch surfaces, occupant comfort and versatility, and a premium appearance courtesy of an all-new body-color hard top for the popular Sahara model.

Offered in three models - Sport, Sahara and Rubicon - Wrangler achieves best-in-class off-road capability. With solid axles, removable doors, exposed hinges, a fold-down windshield and innovative removable and convertible tops, Jeep Wrangler retains the brand's coveted core values of freedom, adventure, mastery and authenticity. With room for five adults, Jeep Wrangler Unlimited remains the only four-door convertible on the market.

#### Jeep Brand

Built on nearly 70 years of legendary heritage, Jeep is the authentic SUV 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 consists of the Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six 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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