

ALL-NEW 2011
JEEP® GRAND CHEROKEE

Exchange®
new car sales

American Vehicles For America's Heroes™



WITH RESPECT TO THE CLASSIC,

JEEP® INTRODUCES A BLOCKBUSTER SEQUEL

As one of the most recognized brands in the world, Jeep has consistently provided owners with a sense of freedom and adventure whether it's off-roading through the wild, or maneuvering through cities and suburbs.

Nearly two decades ago Jeep invented the premium SUV segment with the Jeep Grand Cherokee. More than 4 million sales later, Jeep improves the formula with the fourth-generation, 2011 Jeep Grand Cherokee by balancing legendary Jeep capability with sophistication to deliver a premium driving experience for all adventures.

The all-new Grand Cherokee delivers on all counts by providing legendary four-wheel-drive Jeep capability, the finest on-road refinement and luxurious comfort with a world-class interior cabin.





ALL-NEW 2011 JEEP® GRAND CHEROKEE

PRODUCT INSIGHT — QUICK FACTS

WHY IS GRAND CHEROKEE A GREAT CHOICE? THE KEY REASONS TO BUY

The Most Capable Grand Cherokee Ever, Combining Legendary Jeep Capability With Premium On-Road Refinement

- Choice of three 4WD systems
- NEW Jeep Selec-Terrain™ System
- NEW Jeep Quadra-Lift™ Air Suspension
- NEW independent front and rear suspension systems
- NEW body structure provides 146% increase in torsional stiffness for improved Noise Vibration Harshness



...an exceptionally refined and solid chassis with plush interior

- Popular Mechanics



ALL-NEW 2011 JEEP® GRAND CHEROKEE

PRODUCT INSIGHT — QUICK FACTS

THE KEY REASONS TO BUY

Improved Fuel Efficiency

- NEW Pentastar™ 3.6L flex-fuel V6 engine with a fuel economy improvement of 11% – to 16/23 EPA City/Highway (4x2 models) and a 500-Mile Range
- 5.7L V8 engine with fuel-saving Multi Displacement System and Variable Valve Timing Technology



Cargo-Carrying Versatility And Unsurpassed Trailer Tow Capability

- NEW available power liftgate
- 19% improvement in cargo volume (35.1 cu.ft.)
- Fold-flat front passenger seat
- Towing capacity of up to 5,000 lbs for V6 models (when properly equipped)
- Towing capacity of up to 7,400 lbs on 4x2 V8 models and 7,200 lbs on 4x4 V8 models (when properly equipped)





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PRODUCT INSIGHT – QUICK FACTS

THE KEY REASONS TO BUY

The Most Luxurious Jeep Ever With World-Class, Refined Interiors

- Use of premium materials including soft touch materials on all customer contact points, real wood, real leather and chrome highlighting
- More interior room including 4 additional inches of rear leg room
- Heated steering wheel, heated and ventilated front seats, reclining rear seats
- NEW CommandView® dual-pane panoramic sunroof



“Grand Cherokee has few equals in the luxury SUV segment for off-road prowess” - CNET



ALL-NEW 2011 JEEP® GRAND CHEROKEE

PRODUCT INSIGHT — QUICK FACTS

THE KEY REASONS TO BUY

Over 45 Safety And Security Features

- NEW Adaptive Cruise Control with Forward Collision Warning System
- NEW Blind Spot Monitoring and Rear Cross-Path Detection
- Standard full-length side-curtain airbags and NEW standard seat-mounted side thorax airbags
- Standard Electronic Stability Control with Electronic-roll Mitigation, Hill-start Assist, Trailer-sway Control and available Hill Descent Control



*The 2011 Grand Cherokee
named Top Safety Pick by the
Insurance Institute for Highway Safety*



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PRODUCT INSIGHT — QUICK FACTS

THE KEY REASONS TO BUY

Advanced Technology Features That Inform, Entertain And Make Life Easier

- NEW Keyless Enter-N-Go
- NEW Smart Phone “My Jeep” Application (industry first)
- NEW Media Center 430N CD/DVD/HDD Garmin Navigation with Uconnect Phone and SIRIUS Travel Link
- NEW Media Center 730N CD/DVD/HDD Premium Navigation with Voice Recognition and SIRIUS Traffic
- Premium Alpine audio system with nine speakers, surround sound and a 506-watt sub woofer



“Dazzles you with overachieving refinement” - foxnews.com



ALL-NEW 2011 JEEP® GRAND CHEROKEE

PRODUCT INSIGHT — QUICK FACTS

2011 JEEP GRAND CHEROKEE HIGHLIGHTS

SAFETY/SECURITY

- Available SmartBeam™ intelligent headlamp system
- Front Active Head Restraints
- Available Forward Collision Warning System
- Available Adaptive Cruise Control
- Four-wheel disc ABS with Traction Control and Brake Assist
- Ready Alert Braking
- Available ParkView® Rear Back-Up Camera and available ParkSense® Rear Park Assist System



...more agility, comfort, and refinement - Consumer Reports



ALL-NEW 2011 JEEP® GRAND CHEROKEE

PRODUCT INSIGHT — QUICK FACTS

2011 JEEP GRAND CHEROKEE HIGHLIGHTS

UTILITY

- Available Jeep Memory System
- Enhanced Instrument Panel
- Enhanced Electronic Vehicle Instrument Panel
- Keyless Enter-N-Go
- Large flexible cargo capability with available rollaway tonneau cover and under-cargo-floor storage bins
- Available new power liftgate
- 60/40 split-folding rear seat with improved legroom and 12° reclining rear seat





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2011 JEEP GRAND CHEROKEE HIGHLIGHTS

VALUE

- 3-Year/36,000-Mile Basic Limited Warranty with Roadside Assistance and 5-Year/100,000-Mile Powertrain Limited Warranty
- All-new V6 provides improved fuel economy and improved fuel range (can travel up to 500-miles on one tank of gas) and proven V8 offers significant fuel efficiency with Multi Displacement System
- Available heated steering wheel and available ventilated and heated front seats with heated rear seats
- SIRIUS® Satellite Radio with free one-year subscription service
- Uconnect™ Multimedia features provide the flexibility to play a variety of media, including MP3 and WMA formats from CDs, DVDs, USB drives and SIRIUS® Satellite Radio
- Available SIRIUS Travel Link provides drivers with up to the minute information on gas prices to movie listings and SIRIUS Traffic which continuously monitors traffic in 78 markets
- Available Uconnect® Navigation featuring all-new Garmin navigation





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2011 JEEP GRAND CHEROKEE HIGHLIGHTS

PERFORMANCE

- All-new 3.6L DOHC Flex-Fuel V6 improved fuel economy by 11% (Based on EPA est. 16 city/23 hwy – 4x2) while increasing horsepower by 38% to 290 hp, and increasing torque by more than 10% to 260 lb-ft
- Available 5.7L V8 engine with VVT featuring MDS produces 360 hp and 390 lb-ft of torque
- Trail-Rated® off-road performance with two available full-time four-wheel-drive systems (Quadra-Trac II® and Quadra-Drive® II)
- Selec-Terrain™ System available with Quadra-Trac II® and Quadra-Drive® II
- Available Quadra-Lift® Air Suspension system
- All-new body structure's torsional stiffness is 146% stiffer and Uniframe construction is stiffer, stronger and more durable
- All new front and rear independent suspension

“The SUV felt secure and sure footed at all times even when looking up at the sky on a steep hill climb” - cars.com



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PRODUCT INSIGHT — QUICK FACTS

2011 JEEP GRAND CHEROKEE LINEUP

TRIM	STANDARD		OPTIONAL		DRIVETRAIN
	ENGINE	TRANSAXLE	ENGINE	TRANSAXLE	
Laredo	3.6L Flex-Fuel DOHC V6	5-speed automatic	5.7L V8 with MDS	Multi-speed automatic	4x2 4x4
Limited	3.6L Flex-Fuel DOHC V6	5-speed automatic	5.7L V8 with MDS	Multi-speed automatic	4x2 4x4
Overland	3.6L Flex-Fuel DOHC V6	5-speed automatic	5.7L V8 with MDS	Multi-speed automatic	4x2 4x4





ALL-NEW 2011 JEEP® GRAND CHEROKEE

PRODUCT INSIGHT — QUICK FACTS

KEY FACTS: COMPETITIVE OVERVIEW

FEATURE	2011 JEEP GRAND CHEROKEE LAREDO
Engine (standard)	3.6L V6 / 290 hp
Engine (optional)	5.7L V8 / 360 hp
Ground clearance	8.1 inches (10.7)
Trail Rated	Available
Seating	5
Cargo capacity (volume w/seats up)	35.1 cu. ft.
Maximum Available Towing	7,400 lb
Keyless Ignition	Standard
Keyless Entry	Standard
Satellite radio	Standard (one year free)
Power driver seat	Standard (8-way)
Dual-Zone A/C	Standard
Leather steering wheel	Standard
Heated side mirrors	Standard
Fog lamps	Standard





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KEY FACTS: COMPETITIVE OVERVIEW

FEATURE	2011 JEEP GRAND CHEROKEE LIMITED	2011 JEEP GRAND CHEROKEE OVERLAND W/3.6L V 6 4X4
5.7 V8 w/MDS	Optional	Optional
Adaptive cruise control	Optional	Optional
Navigation w/Travel Link	Optional	Standard
Power liftgate	Standard	Standard
Air suspension	Optional	Standard
Ventilated front seats	Optional	Standard
Memory system	Standard	Standard
Panoramic sunroof	Optional	Optional
Rear Backup Camera	Standard	Standard
DVD Entertainment System	Standard	Standard
Drive system	Quadra-Trac II 4WD SYS	Full-Time 4WD
Towing (standard/optional)	5,000/7,200 lb	5,000/7,200 lb (7,400 with 4x2 V8)
Wheels (standard)	18 inch	20 inch



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PRODUCT INSIGHT — QUICK FACTS

TOP 5 IMPROVEMENTS VS. PREVIOUS GENERATION GRAND CHEROKEE

- NEW Selec-Terrain™ System
- NEW Quadra-Lift™ Air Suspension
- NEW independent front/rear suspension and body structure stiffness for improved ride, handling and reduced NVH
- 11% improved fuel efficiency with NEW 3.6L V6 and up to 500 mile range
- Easier entry and exit into rear seat and 4 inches more knee and leg room



Check It Out...

Power Lift Gate ✓

DVD Entertainment System ✓

Rear Back Up Camera ✓

Heated and Reclining Seats ✓

Ventilated Front Seats ✓

Sirius Satellite Radio ✓

It's off-roading in luxury. You'll get used to it.

YOUR LOCAL SALES REPRESENTATIVE



Jeep

Authorized Independent Distributor To The
U.S. Armed Forces For Chrysler Group LLC



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