

## 2014 Jeep® Grand Cherokee OVERVIEW

### **Chrysler Canada: Jeep® Grand Cherokee: The Most Awarded SUV Ever Gets Even Better For the 2014 Model Year**

Premium SUV redefined with best-in-class fuel economy, available clean EcoDiesel engine, legendary Jeep® capability, advanced user-friendly technology, world-class craftsmanship and benchmark on-road refinement

- New 3.0-litre EcoDiesel V6 engine delivers a best-in-class 7.0 L/100 km (40 mpg)<sup>1</sup> highway, best-in-class towing capability of 3,266 kg (7,200 lb.) on 4x4 models
- New eight-speed automatic transmission boosts fuel efficiency across all powertrains while improving Jeep Grand Cherokee's legendary 4x4 performance with a lower crawl ratio
- More luxurious than ever with the new Jeep Grand Cherokee Summit model
- More than 60 available advanced safety and security features
- Legendary Jeep capability courtesy of three 4x4 systems – Quadra-Trac I® , Quadra-Trac II® and Quadra-Drive II® as well as: class-exclusive Quadra-Lift™ air suspension and class-leading Jeep Selec-Terrain™ traction management system with new Selec-Speed Control
- Array of advanced user-friendly technology features including a new available 8.4-inch touch-screen display multimedia centre, a 7-inch driver configurable multiview cluster display, and Harman Kardon® premium audio with 19-speakers and 825 watt amplifier

Jeep® Grand Cherokee – the most awarded SUV ever and the vehicle that has long defined what a premium SUV should be – gets even better for the 2014 model year.

The new 2014 Jeep Grand Cherokee completely redefines the premium SUV, delivering consumers an unprecedented combination of best-in-class fuel economy, available clean-diesel technology, a choice of leading powertrain options, legendary benchmark capability, world-class premium craftsmanship, premium on-road driving dynamics, and a host of advanced user-friendly technology and safety features.

“With the new 2014 Jeep Grand Cherokee, we have taken the industry’s most highly acclaimed SUV and elevated it to an even higher level,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “Jeep has proudly separated Grand Cherokee even further from its competitors by

enhancing its unique elegance, efficiency, capability and technological features. Consumers will clearly find the new Jeep Grand Cherokee to be even more of a pleasure to drive on any and all roads, on the most demanding trails, and in all weather conditions.”

For the 2014 model year, Jeep Grand Cherokee 4x4 delivers best-in-class fuel economy of 7.0 L/100 km (40 mpg) highway<sup>1</sup> courtesy of a new 3.0-litre EcoDiesel V6 engine and a new eight-speed transmission.

A new eight-speed transmission drives the new EcoDiesel, as well as Grand Cherokee’s 3.6-litre Pentastar™ VVT V6 engine – now achieving up to an 8.3 L/100 km (34 mpg) highway and its 5.7-litre V8, now achieving an 9.9 L/100 km (29 mpg) highway.

Legendary Jeep capability comes courtesy of three available 4x4 systems, as well as the Jeep Quadra-Lift™ air suspension system and class-leading Selec-Terrain traction management system. Grand Cherokee boasts best-in-class towing of 3,265 kg (7,200 lb.), and an improved crawl ratio of 44.1:1 for the 2014 model year.

A new, refined exterior design – complete with available bi-xenon headlamps with signature LED daytime running lamps (DRL) – provides an even more premium appearance. Interior luxury is achieved with premium amenities including Natura leather, exotic open-pore wood trim and new interior colour offerings.

The new 2014 Jeep Grand Cherokee offers even more safety and security features – over 60 including available Front Park Assist, Forward Collision Warning with Crash Mitigation, Adaptive Cruise Control and Selec-Speed Control – as well as an array of advanced user-friendly technology features such as the Uconnect™ 8.4-inch touch-screen multimedia centre with integrated climate and infotainment controls, and a 7-inch driver configurable multiview display cluster.

Built in Detroit, Mich., (U.S.A.) the 2014 Jeep Grand Cherokee is available in Laredo, Limited, Overland, Summit and SRT models.

## Powertrain: Best-in-class Fuel Economy

### NEW 3.0-LITRE ECODIESEL V6

North American off-road enthusiasts have been clamouring for a diesel-powered Jeep Grand Cherokee. Jeep has delivered, and consumers will benefit greatly – on the trail, and especially in every-day driving.

Producing 240 horsepower (hp) and a massive 420 lb.-ft. of torque, Jeep's 24-valve dual-overhead cam 3.0-litre EcoDiesel V6 delivers clean-diesel technology with low CO<sub>2</sub> emissions.

Capable of towing a best-in-class 3,265 kg (7,200 lb.), the EcoDiesel-powered Jeep Grand Cherokee delivers up to 9.8 L/100 km (29 mpg) city and 7.0 L/100 km (40 mpg) highway<sup>1</sup>.

### NEW EIGHT-SPEED AUTOMATIC TRANSMISSION

Jeep Grand Cherokee's new EcoDiesel engine – as well as its V6 and V8 gasoline engine offerings – transfers power via Chrysler Group's eight-speed automatic transmission, significantly improving fuel economy across the Jeep Grand Cherokee lineup.

In addition to enhancing fuel economy, the new, robust and durable eight-speed transmission delivers quicker acceleration and precise, smooth shifting, enhancing ride quality to luxury car levels. An additional benefit is a lower crawl ratio of 44.1:1 to aid in climbing over – or through – tough obstacles, when equipped with a two-speed transfer case.

New steering wheel paddle shifters offer improved driver control both on and off-road, including Electronic Range Select when using Selec-Speed Control in extreme off-road situations.

### 3.6-LITRE PENTASTAR™ VVT V6

Chrysler Group's 3.6-litre Pentastar™ VVT V6 engine debuted on the 2011 Jeep Grand Cherokee, and has been named one of *Ward's Automotive* "10 Best Engines" in the industry for three years in a row. It includes dual overhead camshafts and a high-pressure die-cast aluminum cylinder block in a 60-degree configuration. Featuring Variable Valve Timing (VVT), the flex-fuel V6 delivers 290 hp and 260 lb.-ft. of torque.

Mated to a new eight-speed transmission, Pentastar™-powered Grand Cherokee models now tow up to 2,812 kg (6,200 lb.) – a 24-per cent increase versus the previous model year. The Pentastar/eight-speed combination results in fuel economy of up to 12.4 L/100 km (23 mpg) city and 8.3L/100 km (34 mpg) highway<sup>1</sup>.

### RENOWNED 5.7-LITRE V8

Fuel economy improvements are not exclusive to Jeep Grand Cherokee's V6 powertrains. The 5.7-litre V8 packs 360 hp and 390 lb.-ft. of torque with best-in-class towing capacity of 3,265 kg (7,200 lb.) Now mated to the new eight-speed transmission – and with VVT and Chrysler Group's seamless FuelSaver cylinder-deactivation technology – V8 fuel economy increases 10 per cent, up to 15.6 L/100 km (18 mpg) city and 9.9 L/100 km (29 mpg) highway<sup>1</sup>.

### NEW ECO MODE

Another contributor to Grand Cherokee's improved fuel economy is a new Eco Mode for the 2014. Eco Mode optimizes the transmission's shift schedule and – in V8 models – FuelSaver cylinder deactivation. In addition, the Eco Mode activates Jeep Grand Cherokee's air suspension system, lowering it to "Aero Ride Height" when the vehicle speed exceeds 90 km/h.

Eco Mode is automatically engaged upon vehicle startup. A button on the centre stack allows drivers to disengage Eco Mode if more spirited performance is desired.

## **Legendary Capability**

### GO ANYWHERE 4x4 SYSTEMS

The new 2014 Jeep Grand Cherokee features three 4x4 systems - Quadra-Trac I™, Quadra-Trac II™ and Quadra-Drive II™, as well as an available Quadra-Lift™ air suspension and a Selec-Terrain™ traction control system, all of which instill Jeep Grand Cherokee with its legendary Jeep capability.

Quadra Trac I™ delivers full-time four-wheel drive without any switches or levers to pull. The system provides smooth operation of the vehicle over a variety of road conditions. This light-weight single-speed case offers a continual balance of torque distribution; if wheel slippage occurs, the system seamlessly transfers torque to the axle with the most traction.

The Quadra Trac II™ two-speed transfer case uses input from a variety of sensors to determine tire slip at the earliest possible moment and takes corrective action. The system also uses Throttle Anticipate to sense quick movement in the throttle from a stop and maximizes traction before tire slippage occurs. When wheel slippage is detected, as much as 100-per cent of available torque is instantly routed to the axle with the most traction. This two-speed transfer case includes torque management and a low range for rock crawling.

Quadra Drive™ II, with a rear Electronic Limited Slip Differential (ELSD), delivers superior tractive capability. The system instantly detects tire slip and smoothly distributes engine torque to one or more tires with the most traction. In some cases, the vehicle will anticipate low traction and adjust in order to proactively limit or eliminate slip.

The Selec-Terrain™ traction control system is standard with Quadra Trac™ II and Quadra Drive™ II.

#### QUADRA-LIFT AIR SUSPENSION SYSTEM

The 2014 Jeep Grand Cherokee rises above the road and rocks with the rugged, class-exclusive Quadra-Lift™ air suspension system. The Quadra-Lift™ system features five height settings for optimum ride performance and accessibility:

- Normal Ride Height (NRH): 220 mm (8.7-inches) of clearance offers improved fuel economy as well as improved aerodynamics during on-road driving
- Off-road 1: Lifts the vehicle an additional 33 mm (1.3-inches) from NRH for added height in clearing obstacles up to 254 mm (10.0-inches)
- Off-road 2: Delivers legendary Jeep off-road capability and provides an additional 66 mm (2.6-inches) from NRH for 287 mm (11.3-inches) of ground clearance
- Park Mode: Lowers the vehicle 41 mm (1.6-inches) from NRH for easy ingress/egress. NRH and Park mode are driver selectable allowing the driver full control over vehicle ride height
- Aero Mode: Lowers the vehicle 15 mm (0.6-inches) from NRH. Aero Mode is controlled by vehicle speed and adjusts for optimal performance and fuel economy. The vehicle will also lower to Aero Mode when in Sport mode

When the vehicle is operating in Eco Mode, it lowers itself to Aero mode further enhancing Jeep Grand Cherokee's aerodynamics for optimum efficiency.

Quadra-Lift™ adds up to 106 mm (4.2-inches) of lift span supported by four-corner air springs that provide a cushioned, premium ride. Quadra-Lift™ operates automatically, or may be controlled manually with console controls.

With the front air dam removed and the available Quadra-Lift air suspension, the 2014 Jeep Grand Cherokee features a 35.8-degree approach angle, a 29.6-degree departure angle and 23.5-degree break-over angle.

### SELEC-TERRAIN™

In addition to the Quadra-Lift™ air suspension, the Jeep Grand Cherokee's class-leading Selec-Terrain™ traction control system allows customers to choose the on and off-road setting for optimum performance. This feature electronically coordinates up to 12 different powertrain, braking and suspension systems, including throttle control, transmission shift, transfer case, Hill Descent Control and Select-Speed Control.

The Selec-Terrain™ system has been refined for 2014 and offers five different driving conditions to achieve the best driving experience on all terrains:

- Sand: Traction control and Quadra-Lift™ operate with sensitive response to wheel spin, and torque tuned for optimal performance in sand
- Mud: Traction control and Quadra-Lift™ operate with sensitive response to wheel spin, and torque tuned for optimal performance in mud
- Auto: Automatically adapts to any on or off-road situation
- Snow: Vehicle traction adjusts for ultimate performance over snow-covered roads
- Rock: Quadra-Lift™ suspension raises to a maximum height of 287 mm (11.3-inches), while the transfer case, differentials, and throttle coordinate to provide low-speed control

Sport mode, previously found on the Selec-Terrain™ controller, is now engaged with the shift lever. Sport mode provides enhanced on-road "fun-to-drive" capability.

New available Selec-Speed Control with Hill Ascent and Descent allows drivers to control Grand Cherokee's speed both up and down steep, rugged grades with the steering wheel mounted paddle shifters, without the need for throttle or brake pedals.

### JEEP TRAIL RATED®

All 2014 Jeep Grand Cherokees equipped with Off-Road Adventure Groups are Trail Rated®. The Jeep Trail Rated® badge on the 2014 Jeep Grand Cherokee indicates that the vehicle is designed to perform in a variety of challenging off-road conditions, identified by five key consumer-oriented performance categories: Traction, Ground Clearance, Maneuverability, Articulation and Water Fording.

**Design: Head-turning, premium craftsmanship**EXTERIOR

When Jeep introduced the 2011 Grand Cherokee, it quickly impressed consumers with its cohesive, upscale design that was still able to convey the rugged capability one expected of a Jeep vehicle. For 2014, Jeep Grand Cherokee builds on this success, conveying an even higher level of luxury and strength.

All trim levels of the 2014 Jeep Grand Cherokee have been given an even more premium look, while simultaneously making each trim level readily identifiable at a glance. On all models, the upper grille is shorter in height and the headlamps are slimmer. The lower front fascia has been slightly elevated, and fog lamps have been raised and are more pronounced within the fascia design. Together, these changes give the front of the Jeep Grand Cherokee a more substantial appearance while still preserving the vehicle's ground clearance at its lower edge.

Of course, Jeep Grand Cherokee retains the Jeep classic seven-slot grille and trapezoidal wheel arches.

The rear of the 2014 Jeep Grand Cherokee features larger tail lamps with new LED lighting, a larger, more aerodynamic rear spoiler, and a re-sculpted tailgate that offers greater visibility. A more pronounced Jeep badge is now found directly on the tailgate between the tail lamps. Lower rear fascias are now model-specific, and dual exhaust tips are standard on all Limited, Overland, Summit and SRT models.

A key exterior feature of the new 2014 Jeep Grand Cherokee is the signature front and rear LED lighting. These unique lights allow Jeep Grand Cherokee to be instantly recognizable, night or day, from a great distance.

Bi-xenon HID headlamps (adaptive on Summit and SRT) that are outlined with signature LED running lamps are standard on Overland, Summit and SRT, and available on Limited.

INTERIOR

The award-winning interior of the Jeep Grand Cherokee is clearly one of the most technically advanced, well-crafted interiors in the industry. Immediately noticeable is the revised centre stack featuring the new Uconnect™ 5-inch or 8.4-inch touch screens. Controls for radio and climate are found below the screen and have easily identifiable knobs and buttons. Following the centre stack down onto the centre console reveals a new leather-wrapped E-shifter for the eight-speed transmission.

Another recognizable change is a new three-spoke steering wheel. Wrapped in leather, it features sections of real wood on Overland and Summit models. All Jeep Grand Cherokee models include standard paddle shifters mounted on the back of the new steering wheel – which perfectly frames the new curvilinear gauge cluster that features the new 7-inch driver configurable multiview display.

Each Jeep Grand Cherokee has its own unique style of luxury and ambiance based on materials and colour patterns. Laredo and Limited models feature dark wood trim on the dash and doors. Door handle and dash vent bezels, as well as the trim on the centre console, feature a slight gold hue to their brushed aluminum look. Limited models also have bright insert door sill scuff plates and bright metal accents that run along the bottom of the wood trim and that strake the cargo bay. Premium cloth seating is standard on Laredo while Capri leather-faced seating is standard on Limited.

Overland models have several luxurious modern touches not typically found on even high-end imports. A standard stitched-leather instrument panel and available open-pore wood are two of the prominent interior design cues that add a distinct touch of modern luxury. Wood trim is also found on the top portion of the leather-wrapped steering wheel. A final touch is the addition of rear seat foot well and rear door pocket ambient lighting.

The new Jeep Grand Cherokee Summit model carries the torch for premium interiors in the SUV segment. The Summit model features premium Natura-Plus leather-faced seating with heated, ventilated and memory front seats, available in Black or Dark Brown, open-pore wood trim, Copper accents, and unique premium suede-like material covering the A-pillars and headliner.

Another impressive feature available on Summit models is a nineteen-speaker, 825-watt high-performance Harman Kardon® surround sound audio system. This state-of-the-art system features a twelve-channel amplifier, three sub-woofers and surrounds the occupants in high-definition sound.

Overland and Summit models come loaded and include the CommandView® dual-pane sunroof that features a power sunshade (available on Limited). Laredo and Limited models feature an available single-pane sunroof.

### **Over 60 available Safety and Security Features**

New available safety features include Forward Collision Warning with Crash Mitigation and Selec-Speed Control, which includes both Hill-Ascent Control and Hill-Descent Control, assisting drivers with climbing and descending steep grades.

Among Jeep Grand Cherokee's advanced safety and security features are standard Electronic Stability Control (ESC) that incorporates four systems to improve overall vehicle handling and performance both



on and off-road: Electronic Roll Mitigation (ERM) reacts and applies brakes during extreme situation, while available Selec-Speed Control and Hill Start Assist (HSA) work with standard Trailer Sway Control (TSC) to enhance off-road and towing capabilities.

In addition, standard front-row active head restraints, full-length side-curtain air bags, seat-mounted side thorax air bags, and new driver's knee blocker air bag offer enhanced occupant protection to passengers in the event of a collision.

Blind-Spot Monitoring and Rear Cross-Path detection, aid drivers when changing lanes or in parking lot situations, are also available.

#### **Advanced Technology: Segment-leading offerings**

The new 2014 Jeep Grand Cherokee delivers an array of innovative advanced technologies for driver safety and passenger enjoyment. A new Uconnect™ 8.4-inch touch screen, one-shot voice command navigation and a driver customizable multiview cluster display highlight the state-of-the-art features.

The new, user-friendly Uconnect™ 8.4-inch multimedia centre with touch screen display is available on all models, while the instrument cluster now features a high-tech addition with a new driver configurable multiview display, with 7-inch Thin-Film Transistor (TFT) liquid-crystal technology.

#### **On-road refinement: Premium driving dynamics**

Jeep Grand Cherokee is widely known for its outstanding on-road driving dynamics and quietness, thanks in part to its front and rear independent suspension. Variable-rate rear springs deliver improved on-road handling and comfort that complements the vehicle's off-road capability. Premium on-road manners are enhanced with more than 5400 welds in the body alone.

The independent front and rear suspension feature isolated front and rear suspension cradles along with variable-rate rear springs to deliver improved on-road handling and comfort while complementing the vehicle's legendary off-road capability. The rear suspension also allows the spare tire to be stored inside the vehicle as opposed to underneath it.

Jeep Grand Cherokee's steering has also been carefully calibrated for the right amount of assistance whether cruising the parking lot or a twisty two-lane mountain road. Electrohydraulic assistance is used on EcoDiesel and Pentastar™ V6 models.

**Dimensionally sound**

The vehicle's 2,915 mm (114.8-inch) wheelbase creates generous interior room and gives passengers expansive rear-seat knee and leg room, as well as large front door openings and rear doors that open 78 degrees for better access to the interior.

Inside, premium seating includes room for five passengers. A fold-flat front-passenger seat on Laredo models provides improved cargo storage room.

For added passenger comfort, rear seats recline 12-degrees. There is also a 12-degree forward angle to allow 24-degrees of variation.

Cargo volume behind the second-row measures 1,028 litres (36.3 cu ft.) and includes a storage unit with a rechargeable flashlight and grocery hooks on both sides. The spare tire compartment includes removable dual storage bins for secure storage of muddy gear or other items.

The power rear liftgate is available on all 2014 Jeep Grand Cherokee models.

**Quality: Improving the Most Awarded SUV Ever**

How do you improve the most awarded SUV ever? The Jeep team starts by listening to its customers.

"We're very happy with the long list of product and quality accolades the Jeep Grand Cherokee has earned," said Doug Betts, Senior Vice President – Quality, Chrysler Group LLC. "But the most important feedback comes from customers telling us what they'd like to see improved. We are constantly looking at feedback and responding with improvements."

Key upgrades for the 2014 Jeep Grand Cherokee include an eight-speed automatic transmission to improve performance and fuel economy plus the newest Uconnect™ system that balances advanced technology and connectivity features with easy-to-use controls and voice commands.

From the driver's seat, everything the driver sees, touches – and even speaks to using voice commands — is enhanced to increase function, connectivity and responsiveness. Not only does it work better, it looks better — packaged in more premium materials with elegant graphics. This includes a redesigned steering wheel that is optimized for driving position while also providing control buttons for frequently-used features like radio, cruise control, phone and voice-activated commands. Customer feedback helped designers and engineers determine the ideal location for fingertip controls so that drivers could comfortably keep their hands on the wheel and eyes on the road.

Another significant interior change for Jeep Grand Cherokee is the availability of the new Uconnect™ 8.4-inch touch screen. Connectivity and touch screens involve rapidly changing technology and ever-increasing consumer expectations – both of which have a significant impact on the overall quality assessment of new vehicles. The Uconnect™ team constantly evaluates consumer feedback, placing a high priority on designing systems that are intuitive for both drivers that prefer a touch screen as well as drivers who prefer hard knobs to adjust the climate or radio station.

For 2011 and 2012, the Jeep Grand Cherokee has earned the title of Total Quality Leader for the medium-size SUV segment by Strategic Vision. The honour is based on new vehicle owner surveys that holistically assess consumers good and bad experiences with their new vehicle. Similarly, the Jeep team values all comments from customers – especially feedback that leads to enhanced quality and customer satisfaction.

#### **Manufacturing: Built in Detroit**

The new 2014 Jeep Grand Cherokee is built at the 3-million-square-foot Jefferson North Assembly Plant (JNAP) in Detroit, Mich. (U.S.A.) which has been the site of Jeep Grand Cherokee production since its introduction in 1992. To meet consumer demand, a third crew of 1,100 workers was added at JNAP in the fourth quarter of 2012.

#### **The Global Jeep Brand**

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability and versatility for people who seek extraordinary journeys. The 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, Wrangler, Wrangler Unlimited and Patriot. To meet consumer demand around the world, all models are available in right-hand-drive versions and with gasoline and diesel powertrain options. With this portfolio, Jeep brand's global sales have increased more than 100 per cent since 2009 – including a 160-per cent increase in international markets.

Jeep Grand Cherokee was introduced in 1992. Since that year, the Jeep brand has sold nearly 5 million Grand Cherokee vehicles – more than 600,000 from markets outside North America.

2012 brought record sales for the Jeep brand worldwide, with Grand Cherokee contributing approximately 220,000 units globally, with 52,000 units from international markets. Since 2009, Jeep Grand Cherokee sales have doubled in Canada, and tripled outside North America.



# Grand Cherokee

## OVERVIEW

### **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.



#### Fuel Economy<sup>1</sup>

Based on 2014 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors.