



Jeep® Grand Cherokee SRT
OVERVIEW

2014 Jeep® Grand Cherokee SRT **OVERVIEW**

Chrysler Canada - 2014 Jeep® Grand Cherokee SRT: A Powerful Performer Cloaked in Luxurious and Muscular Skin

- New eight-speed automatic transmission delivers smoother, more refined shifting and improved fuel economy
- Innovative Eco Mode optimizes new transmission's shift schedule and expands range of FuelSaver Technology activation for further fuel economy gains
- Towing capacity rating improved 44 per cent, up to 3,266 kg (7,200 lb.)
- Improved and retuned Selec-Track™ system delivers more torque to the rear wheels in Track Mode for optimal rear-wheel-drive characteristics
- New, standard launch control delivers enhanced and consistent acceleration performance
- Best performing Jeep® SRT vehicle ever: 0-100 km/h in 4.8 seconds; quarter mile in mid-13 second range; top speed of 257 km/h; 0-160-0 in 16.3 seconds; 100-0 km/h braking in 35 metres (116 feet)¹
- Aggressive, upscale exterior appearance enriched with new signature LED lighting
- Luxurious interior offers new levels of advanced user-friendly technology and connectivity highlighted by an 8.4-inch touchscreen that accommodates SRT's exclusive Performance Pages, plus a 7-inch programmable multiview gauge cluster
- Features state-of-the-art safety technologies such as Forward Collision Warning and Rear Cross Path detection

Jeep® Grand Cherokee SRT owners have come to expect – and appreciate – a vehicle that is powerful and refined, luxurious and functional, muscular and stylish. For 2014, Jeep Grand Cherokee SRT checks all of those boxes – while also delivering unexpected delights.

Enhancements for the 2014 model year include an all-new, fully electronic eight-speed automatic transmission that delivers improved fuel economy, significantly improved towing capacity, hardware and software revisions that further heighten Jeep Grand Cherokee SRT's fun-to-drive factor during a daily commute or for more spirited driving on the race track.



Jeep® Grand Cherokee SRT

OVERVIEW

Outside, the new 2014 Jeep Grand Cherokee SRT sports styling that is even more aggressive than the previous model. Design enhancements for 2014 include a new signature LED character lamp treatment, a brawnier grille, a new one-touch liftgate and a new rear spoiler.

Inside, Jeep Grand Cherokee SRT customers are treated to a new 8.4-inch touchscreen that displays a wealth of SRT-exclusive Performance Pages data. A new launch control button is situated behind the new T-handle shifter on the centre console, and a redesigned SRT-exclusive three-spoke, heated steering wheel with more ergonomically efficient paddle shifters, features a host of comfort, convenience and connectivity controls.

Awe-inspiring Powertrain

For the 2014 model year, Jeep Grand Cherokee SRT owners get three additional gears from their transmission: an all-new 8HP70 eight-speed automatic. Fully electronic, it features on-the-fly shift-map changing.

For an even sportier and more driver-controlled experience, the 8HP70 eight-speed transmission can be manually shifted using newly redesigned, more pronounced, ergonomically efficient steering-wheel paddle controls.

The Jeep Grand Cherokee SRT features a new Eco Mode for 2014 that optimizes the new transmission's shift schedule and extends the range of FuelSaver Technology, which deactivates four cylinders when conditions allow. A button on the centre-stack allows driver's to engage Eco Mode for improved fuel economy.

The new eight-speed automatic transmission is specifically engineered to optimize shift quality and shift points for fuel economy, performance and drivability. The intelligent software takes into account variables including engine torque gradients, kick-down events, longitudinal and lateral acceleration, grade changes, friction detection and downshift detection to determine the appropriate shift map.

Additional parameters integrated into the control strategy include vehicle speed control, Electronic Stability Control (ESC) interaction and temperature. The result is automatic shifting that is ideally attuned to the performance requirements of almost any driving demand.

The new transmission is mated to the proven and powerful 6.4-litre HEMI® V8 with FuelSaver Technology delivering 470 horsepower (hp) at 6,000 rpm and 465 lb.-ft. of torque at 4,300 rpm and helps deliver greatly enhanced towing performance of 3,265 kg (7,200 lb.) – a 44-per cent improvement over the 2,268 kg (5,000 lb.) towing capacity from the previous model.

The SRT logo is rendered in a bold, italicized, red sans-serif font.

Jeep® Grand Cherokee SRT

OVERVIEW

The 2014 Jeep Grand Cherokee SRT runs from 0-100 km/h in 4.8 seconds, 0-160-0 km/h in 16.3 seconds, can cover the quarter mile in the mid-13 second range, has a top speed of 257 km/h, and brakes from 100-0 km/h in 35 metres (116 feet)¹.

For 2014, the new electronic T-handle shifter provides the flexibility for drivers to choose a transmission shift schedule independent from the Selec-Track system. Drive and Sport shifting can be selected via the T-handle with no effect on the chosen suspension, stability control and driveline torque split settings.

Also new for 2014 is a launch control system that mimics a professional driver's inputs to optimize Jeep Grand Cherokee SRT's performance by bringing engine, transmission, driveline, stability control, and suspension in line for a textbook launch. Controlled by a button behind the new T-handle shifter on the centre console, the result is improved and more consistent straight-line acceleration. The performance experience of the 2014 Jeep Grand Cherokee SRT is further accentuated by a change in transfer case proportioning and dynamic controls for the Selec-Track system when the vehicle is in Track Mode. When this mode is selected, 70 per cent of the engine's torque is delivered to the rear wheels for a more pronounced rear-wheel-drive experience. Grand Cherokee SRT drivers will notice a vehicle that is more responsive from mid-corner to exit¹.

Outstanding ride, handling and capability

The Jeep Grand Cherokee SRT rides on a short- and long-arm independent front suspension with coil springs, Bilstein adaptive damping suspension (ADS), upper- and lower-control arms ("A" arms), and a stabilizer bar.

The rear suspension is a multi-link design with coil spring, Bilstein ADS, aluminum lower control arm, independent upper links (tension and camber), plus a separate toe link, and a stabilizer bar.

Software improvements to the retuned Selec-Track system further distinguish the five dynamic modes: Auto, Sport, Tow, Track, and Snow, enabling drivers to choose a vehicle setting that meets their driving requirements and ambient conditions. Drivers will find the torque split change in Track Mode provides a vehicle that is more responsive from mid-corner to exit and one that delivers faster lap times at their favourite track.



Jeep® Grand Cherokee SRT

OVERVIEW

Benchmark braking

The new 2014 Jeep Grand Cherokee SRT delivers excellent braking performance, requiring only 35 metres (116 feet) to come to a full stop from 100 km/h. Credit belongs to red-painted, Brembo six-piston (front) and four-piston (rear) calipers, and vented rotors at all four corners measuring 15-inches (front) and 13.8-inches (rear).

Aggressive and functional exterior

The Jeep Grand Cherokee SRT sports exterior styling enhancements for 2014. Its signature, seven-slot upper grille with black screen insert has been shortened and is flanked by slimmer, adaptive, bi-xenon headlamps that are surrounded by a signature LED character lamp treatment. The grille itself is brawnier and the headlamps feature a unique black background to distinguish SRT from other 2014 Jeep Grand Cherokee models while further accenting their jewel-like appearance.

The updated styling also enabled designers to incorporate the new headlamp washers into the headlamp housing for a cleaner, more functional appearance.

A new Jeep Grand Cherokee badge along the vehicle's sides feature a more distinct, more pronounced font.

The 2014 Jeep Grand Cherokee SRT's front light treatment is mirrored in back for a cohesive styling appearance, and features larger tail lamps with signature LED lighting. To further emphasize SRT's performance heritage, the tail lamps feature a black surround, creating the illusion of floating lamps.

Also new for 2014 is a more aerodynamically efficient rear spoiler integrated into the all-new, one-touch liftgate that features a new SRT badge that no longer carries the engine cylinder number reference. Rather than relying on a manual lever, the liftgate is operated electronically with the push of a button. For 2014, the flipper glass has been eliminated, greatly enhancing rearward visibility and reducing weight.

The 2014 Jeep Grand Cherokee SRT will be available initially in the following exterior colours: Billet Metallic, Bright White, Brilliant Black Crystal Pearl, Deep Cherry Red Pearl. Later in the year Granite Crystal Pearl, Maximum Steel Metallic and Redline Pearl will also be available.



Race-inspired and high-performance interior

The most significant interior enhancement on the 2014 Jeep Grand Cherokee SRT is the new Uconnect™ 8.4AN multimedia centre with full colour 8.4-inch touchscreen. The 8.4-inch display shows a wealth of SRT-exclusive Performance Pages, including recent track times, lateral acceleration, 0-100 km/h times and much more.

On the centre console, drivers will find a new, leather-wrapped T-handle shifter for the eight-speed transmission that allows the driver to select two driving modes including Drive and Sport. Also new is the redesigned, SRT-exclusive heated three-spoke steering wheel with a flat bottom that features a bevy of comfort, convenience and connectivity controls and more pronounced, more ergonomically efficient paddle shifters.

The new steering wheel is designed and positioned to provide optimal view of the new gauge cluster that now features a 7-inch, full-colour, customizable instrument display. This new screen allows drivers to select from a multitude of layout and information to be shown in the centre of the gauge cluster.

True carbon-fibre trim accent sweeps across the driver's door, instrument panel and front passenger door.

The available 825-watt, 19-speaker premium SRT performance audio surround-sound system from Harman Kardon® offers world premiere innovation, featuring a 32-volt tracking power supply (TPS) 12-channel Class D amplifier that delivers outstanding acoustics and brings multi-dimensional, quality sound for all interior occupants.

The 2014 Jeep Grand Cherokee SRT available Laguna leather interior is offered in two distinctive colours: Torque (black) and a new Sepia combination.

Enhanced security, convenience and occupant safety

The 2014 Jeep Grand Cherokee SRT showcases advanced safety features from Forward Collision Warning – which alerts the driver to rapidly approaching traffic – to Blind-spot Monitoring and Rear Cross Path detection, which aid drivers when changing lanes or in parking-lot situations.

Quality: Improving the most awarded SUV ever

How do you improve the most awarded SUV ever? The Jeep and SRT teams start by listening to their customers.



Jeep® Grand Cherokee SRT

OVERVIEW

“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 new 2014 Jeep Grand Cherokee lineup 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 when 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 touchscreen. 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 touch screens and those drivers who prefer hard knobs to adjust the climate or radio station.

For the past two years, the Jeep Grand Cherokee has earned the title as the 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 SRT 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.



Jeep® Grand Cherokee SRT

OVERVIEW

About SRT

The Chrysler Group's SRT (Street and Racing Technology) brand uses a successful product development formula featuring five proven hallmarks: awe-inspiring powertrains; outstanding ride, handling and capability; benchmark braking; aggressive and functional exteriors and race-inspired and high-performance interiors to remain true to its performance roots.

The SRT lineup in the 2013 model year features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT, Dodge Challenger SRT 392, Dodge Charger SRT and Jeep Grand Cherokee SRT are joined by the SRT flagship Viper and Viper GTS models, which are making their highly anticipated return to the high-performance sports car market.

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.



Obey the rules of the road. Drive Responsibly.¹