

The background of the advertisement is a photograph of a rugged, rocky canyon. The walls are composed of dark, layered rock formations, some of which are covered in green moss. In the foreground, a waterfall flows over a series of dark, wet rocks, creating white, frothy water. The overall scene is dramatic and emphasizes the brand's association with off-road adventures.

Jeep[®]

2011 Grand Cherokee Wrangler Unlimited Wrangler Compass Patriot Liberty

jeep.ca

The All-New 2011 Jeep® Grand Cherokee.
“Four Wheeler of the Year” —*FOUR WHEELER* magazine

It has been nearly 70 years in the making. The fusion of right-sized, distinct styling, legendary capability, and groundbreaking technology has redefined what an SUV can be. Experience the most luxurious and capable vehicle in its class.⁽¹⁾





Jeep Grand Cherokee Overland® interior shown in Light Frost Beige.



A SANCTUARY OF PEACE AND COMFORT. The meticulously hand-stitched leather-wrapped tilt/telescoping steering wheel with cruise control, Electronic Vehicle Information Centre (EVIC), and remote audio control is standard. Every surface within reach is soft to the touch, from the centre console to the exceptionally styled door panel armrests. Chrome details and stitching accents enhance the exceptional craftsmanship. All-new premium seating is designed for comfort and versatility, offering generous rear-seat leg room with over 100 mm of additional space. The standard eight-way power driver's seat, four-way power lumbar control, and reclining 60/40 split-folding rear seats ensure ultimate comfort no matter where you sit.

The difference is in the details.

TOP HONOURS. Grand Cherokee's Best-In-Class¹⁾ power plants, each infused with Variable Valve Timing (VVT), may speak quietly, but they always command a great deal of respect. The all-new Pentastar™ VVT V6 is engineered equally for unsurpassed 4x4 highway fuel economy and Best-In-Class¹⁾ power (290 hp/260 lb-ft of torque). Grand Cherokee is embedded with technical class-leading wonders, like the class-exclusive Quadra-Lift™ class-leading Selec-Terrain™ Adaptive Cruise Control, and luxurious feel-good amenities, such as the available CommandView® dual-pane panoramic sunroof. With 1028L of cargo volume behind the second-row seats, Grand Cherokee lets you take your adventure gear, plus five passengers, to places known and unknown. Fold down the rear seats to have access to 1934L of free space.



Properly secure all cargo.



Jeep® Wrangler Unlimited Rubicon shown in Natural Green Pearl.

Jeep® Wrangler Unlimited. With its Jeep Freedom Top® hardtop, Wrangler Unlimited looks made for adventure. Inside, civilized features like an all-new premium interior, chrome details, steering wheel-mounted speed and audio controls, and available leather-trimmed seating create a haven of comfort with no compromise to Sahara's capability. Wrangler Unlimited Rubicon ups the ante, delivering extreme Trail Rated® excitement right out of the box. 2011 Jeep Wrangler Unlimited: All guts, more glory. Let the adventures begin.



Jeep® Wrangler Unlimited Sahara shown in Deep Cherry Red Crystal Pearl.

HARD TO IGNORE.

Eye-catching details on Sahara include standard body-colour fender flares, Black front and rear fascias with Silver accents, 18-inch aluminum wheels, and a modular Jeep Freedom Top hardtop or the new available body-colour Freedom Top hardtop.



Jeep® Wrangler Unlimited Sahara interior shown in Dark Saddle Leather.



Jeep® Wrangler Rubicon shown in Detonator Yellow.



Jeep® Wrangler Rubicon shown in Bright White.



Jeep® Wrangler. Here is the Trail Rated® original, fortified with components that give you the freedom to Go Anywhere, Do Anything.™ Whether your quest for adventure takes you over the red rocks of Moab, thrusts you into a rushing river,⁽²⁾ or sends you out onto roads buried in fresh snow, Wrangler's Trail Rated mantra of unmatched capability holds true wherever your travels take you.



Jeep® Wrangler Sport shown in Cosmos Blue.

FEEL THE FREEDOM.

Extend your top-down all-weather experience into the cooler months with Wrangler's available heated leather-trimmed or cloth front-row seats. Available heated power mirrors are a welcome option that helps keep your side views clean and clear during inclement weather.





Jeep® Compass Limited with Off-Road Group shown in Bright Silver Metallic.



Properly secure all cargo

Jeep® Compass. Completely redesigned for 2011, Compass adds new soft-touch interior accents, a premium three-spoke steering wheel with cruise control, and enhanced value. And when you pair this with over 30 standard safety features, and up to 6.8L /100 km (42 mpg) highway, you'll find that Compass gives value a brand-new meaning. Move up to Trail Rated® capability with the available full-time Freedom Drive II®, and you're driving the most capable and most fuel-efficient 4x4 SUV in its class.®

THE PERFECT FIT. Reach out to a standard soft-to-the-touch interior that's padded where you'll appreciate it most: the centre console armrest and front-door trim. Chrome accents add a decidedly upscale sparkle to the instrument panel, centre stack, and air vents. The configurable interior lets you arrange things exactly to your liking. The rear liftgate opens to reveal 1719L of cargo room when the standard 60/40 split-folding rear seats and available fold-flat passenger seat are laid down flat.



Jeep® Compass Limited shown in Bright Silver Metallic.



TURN IT UP. Outdoor parties will benefit from the available and enviable 368-watt Boston Acoustics® nine-speaker premium sound system with flip-down liftgate speakers available on Patriot North and Limited. The available Media Centre radios act as a user-friendly control hub for your cell phone, radio, navigation system, MP3 player, iPod,³ or smartphone.



Jeep® Patriot. It not only earns Best-In-Class⁽⁴⁾ kudos as the most affordable and fuel-efficient⁽⁵⁾ 4x4 on the road today, it's also crowned as the Most Capable SUV in its class⁽⁴⁾ when equipped with Freedom Drive II.® And with a cache of more than 30 safety features, Patriot is recognized as a Top Safety Pick by the Insurance Institute for Highway Safety (IIHS). The powerful and efficient 2.0L engine achieves up to 6.8L/100 km (42 mpg) highway. The interior features new soft-touch surfaces and a premium three-spoke steering wheel. No other SUV offers such style, capability, fuel efficiency, and value.



TAKE IT OUT. Patriot packages the features you need to crawl between a rock and a hard place with the available Trail Rated® Freedom Drive II Off-Road Group. This Group's power-packed kit list includes full-time 4WD with LOCK Mode, Hill Descent Control (HDC) and Hill Start Assist (HSA), skid plates, tow hooks, increased ground clearance, all-terrain tires, and heavy-duty cooling and alternator, matched to a Continuously Variable Automatic Transaxle (CVT2L). All this, and more, helps earn Patriot the bragging rights for Best-In-Class⁽⁴⁾ Off-Road Capability.



**TOP
SAFETY
PICK** 2010

Jeep® Patriot Limited shown in Blackberry Pearl.



Jeep® Liberty Renegade shown in Bright Silver Metallic.

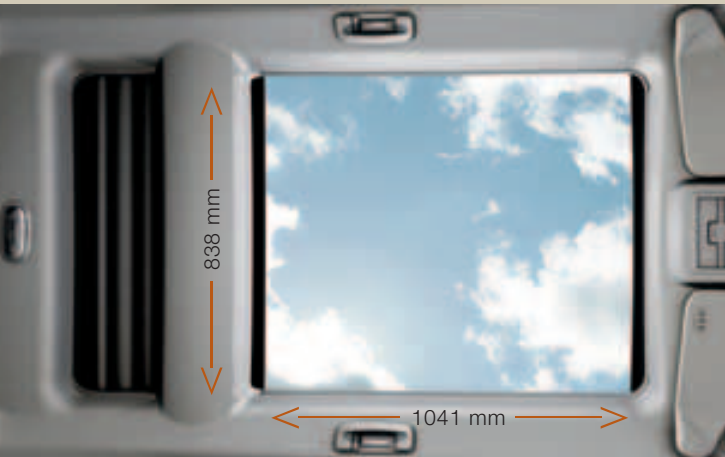


Jeep® Liberty Limited shown in Deep Cherry Red Crystal Pearl.

Jeep® Liberty. The 2011 Jeep Liberty remains true to its legendary 4x4 heritage by delivering authentic capability, a tremendous lineup of standard equipment, plus great value — all packaged within classically rugged Jeep brand design. Choose from two available Trail Rated® four-wheel-drive systems: Command-Trac II™ or the full-time active Selec-Trac™ II. Both deliver agile, confidence-inspiring handling and off-road capability — perfect for the independent adventurer. With a maximum towing capacity of 2268 kg (5000 lb),⁽³⁾ it's easy to see why Liberty pulls away from all the pretenders.



Properly secure all cargo.



ROOM WITH A VIEW. With one simple touch of a button, your world opens up. The available Sky Slider® full-length, fully retractable roof puts you and your passengers in touch with the fresh-air outdoors. It opens front to back, exposing both rows of seating, and back to front, revealing only the second row, or any position in between. With the 60/40 split-folding rear seats in the “down” position, cargo space expands to a generous 1767L (62.4 cu ft).



WARRANTIES. 2011 Chrysler, Jeep, Dodge, and Ram vehicles are backed by a 5-year or 100,000-kilometre* fully transferable Powertrain Limited Warranty with \$0 deductible plus 24-hour roadside assistance.¹ Basic Warranty coverage is for 3 years or 60,000 kilometres.* Rust-through coverage on all body sheet metal is for 3 years. The Cummins® Turbo Diesel engine is protected by a separate Limited Warranty, covering the engine for 5 years or 160,000 kilometres.* Hybrid components (if equipped) are covered for 8 years or 160,000 kilometres.*

*Whichever comes first. †Some conditions may apply. The 5/100 Warranty does not apply to vehicles sold for certain commercial uses or to SRT including Viper models. See your retailer for details.

CHRYSLER SERVICE CONTRACTS.

Your Jeep vehicle is one of the most capable vehicles on the road. Why not protect your investment with a Chrysler Service Contract or Maintenance Plan? For more information, see your local Chrysler, Jeep, Dodge, Ram Retailer, call 1-800-361-3700, or visit chryslercanada.ca



SMARTPHONE APP. This free essential Jeep, vehicle information app places Owner's Manual and product literature at your fingertips, including vehicle highlights, operating instructions, warranty information, customer assistance, and much more.

Jeep Gear

GEAR UP. Explore our line of authentic wearables and gifts for the Jeep enthusiast. All items are as rugged and durable as your Jeep vehicle. jeepgoods.ca



¹Based on *Ward's* 2010 Middle Sport Utility Vehicle segment Overland model. ²Do not attempt water fording unless depth is known to be less than 51 cm (20 inches). ³When properly equipped. Requires Trailer Tow Group. ⁴2010 *Ward's* Small Cross Utility vehicle. ⁵Based on EnerGuide fuel consumption rating of 6.8L/100 km for the 2.0L I4 engine with 5-speed manual transmission. Transport Canada test methods used. Your actual fuel consumption L/100 km ratings may vary. See your retailer for details. ⁶Top safety pick is a rating issued by the Insurance Institute for Highway Safety.

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