

2014 Cherokee Enters Fray Of Midsize SUV Segment

In what was likely the most anticipated Chrysler event of the year for Jeep fans, the Jeep Cherokee brand made its grand re-entrance at the New York Auto Show March 27.

Chrysler had announced recently that the storied Cherokee name was returning to the Jeep brand after an 11-year absence, replacing the Jeep Liberty.

With this latest Jeep lineup, which includes the trail-rated Cherokee Trailhawk, the Limited, the Sport and the Latitude, Chrysler hopes to grow its sales in the competitive mid-size SUV segment, the largest SUV segment in North America.

Before the unveiling, Mike Manley, president and CEO, Jeep Brand, gave the new Cherokees a celebrity intro.

"In order to give people the freedom to go anywhere and to do anything (the new Jeep Cherokee) needed rugged capability, refined on-road driving dynamics and performance, outstanding fuel economy, world-class craftsmanship and versatility, as well as advanced safety and user-friendly technology," he said. "In other words, it needed it all, and I think our designers and engineers have surely delivered."

Accompanied by a driving, adventure-themed soundtrack, an all-new silver 2014 Jeep Cherokee Trailhawk nimbly climbed a challenging stepped terrain onstage

to take its initial bow, while, from the left, a glossy red Jeep Cherokee Limited smoothly pulled out and parked on a rotating platform to give the audience full views of its dramatic restyling.

Manley described the all-new 2014 Jeep Cherokee as having segment-leading all-terrain capability while being more fuel-efficient than ever, and, as for the powertrain, he stated the Cherokee is the first midsize SUV in North America to offer a nine-speed automatic transmission across its range.

The Cherokee is built on Fiat Group architecture, specifically the Compact U.S. Wide (CUS-wide) platform, a proven modular architecture that Jeep engineers have properly modified to turn it into a true Jeep SUV platform with full 4X4 capability.

Todd Goyer, head of Jeep Communications, explained that the Liberty served as a niche player in the mid-size SUV segment, capturing about 3 to 4 percent of the market. In order to grow its sales in the segment, Chrysler brought back the Cherokee with a 45 percent jump in fuel economy, improved on-road driving dynamics, more cargo space and more than 70 safety and securing features, including Park Assist, Adaptive Cruise Control, Lane Departure Warning-Plus and Forward Collision Warning-Plus.

The Cherokee brings all the



Jeep Brand President Mike Manley introduces the 2014 Jeep Cherokee Limited, left, and the Trailhawk at the New York Auto Show. The Trailhawk showed its off-road mettle by nimbly climbing atop the platform at right.

above to the table, plus, according to Chrysler, maintains best-in-class 4X4 capability in all weather conditions with a choice of three 4X4 systems and two engines: The 2.4-liter Tigershark MultiAir 2 I-4, which offers up to an estimated 31 mpg highway, a driving range of nearly 500 miles per tank of gasoline, 184 hp and 171 lb.-ft. of torque; and the new 3.2-liter, 271 hp Pentastar V6 with 239 lb.-ft. of torque, named one of Ward's 10 best engines three years running.

"We're setting a new standard in this segment," Goyer said.

While Chrysler officials say they've hit all the marks for off-road capability, they say comfort, luxury and style were not left by

the wayside in order to stay true to Jeep's rugged DNA.

The Cherokee presents fluid exterior lines, an aggressive wheel-to-body proportion, and advanced LED lighting technology.

The new Cherokee offers customers two industry-exclusive open-air options – the new CommandView panoramic sunroof and the Sky Slider full-length open canvas roof.

For the 2014 model, Chrysler added amenities like ergonomically designed seating, with optional power adjust controls and heated/ventilated seats with memory, and an available heated, leather-wrapped steering wheel.

Chrysler officials say the

Cherokee has an extensive menu of high-tech features such as the thin-film transistor LED 3.5-inch grayscale or 7-inch color reconfigurable instrument cluster, an available 8.4-inch touchscreen multimedia command center, or standard 5-inch version.

The 8.4-inch touchscreen Uconnect Access includes Bluetooth connectivity, SiriusXM Radio, navigation, music, apps like Pandora, Aha, iHeart Radio, voice-to-text messaging and streaming audio capability.

The 2014 Cherokee is built at Chrysler's Toledo Assembly Plant in Ohio.

It is slated to arrive in volume in dealer showrooms in the third quarter of 2013.

JEFFERSON CHEVROLET
Detroit's Original Chevy Dealer

Find New Roads

SIGN AND DRIVE
on Cruze, Malibu and Equinox.

Your Only Valet GM Dealer

Only 6 Blocks From Downtown & GM RenCen

SERVICE PICK-UP & DELIVERY TO DOWNTOWN EMPLOYEES

\$29.95 OIL CHANGE & TIRE ROTATION
with \$10.00 mail-in rebate
VALET PICK-UP OR SHUTTLE PICK-UP/DELIVERY

2013 Chevrolet Traverse LS

Stk: T4043

\$0 SECURITY DEPOSIT

24 Mo. Lease
20,000 Miles

Only* \$176 /mo.

\$595.00 Due At Signing*

2013 Chevrolet IMPALA

GMS \$26,685

Stk: 6113

EVA/REBATE \$8,000.00

Only \$18,107**

MSRP \$26,685

866-225-1775

www.jeffersonchevrolet.com

2130 E. JEFFERSON AVENUE
6 Blocks East of the GM RenCen • Detroit

SALES HOURS: Mon & Thur 8:30am-8pm; Tue, Wed, Fri 8:30am-6pm
SERVICE HOURS: Mon-Fri 7am-6pm
CLOSED SATURDAY & SUNDAY

**Based on GM employee pricing just add tax title and plates. All rebates to dealer. Includes \$500.00 GM match which requires \$500.00 cash down.
*Based on GM pricing with approved lease credit S.A. tier with ALLY FINANCIAL, 24months/20,000miles Just add tax, title and plates.
All rebates to dealer INCLUDES GM LEASE LOYALTY or CONQUEST LOYALTY.

SAE 2013 World Congress

ACHIEVING EFFICIENCY

THE ESSENTIAL AUTOMOTIVE TECHNOLOGY EVENT

What is SAE 2013 World Congress?

April 16 -18, 2013
Cobo Center
Detroit, Michigan, USA

Join the automotive industry— Register today!

sae.org/congress

Host Company

CHRYSLER

Tier One Strategic Partner

ZF

SAE International

P135283