

New Jeeps Equipped with Mopar Performance Parts

by Irena Granaas

In honor of the annual Moab Easter Jeep Safari, Chrysler has introduced six new "extreme" concept vehicles to appeal to die-hard off-road enthusiasts.

From March 23 to March 31, thousands of these enthusiasts were expected to converge on Moab, Utah, and spend this week traversing some of America's most challenging trails.

Jeep and Mopar have chosen this event to showcase six new Jeep vehicles that have been designed and engineered with new Jeep performance parts.

These half-dozen concept vehicles were on display for a first look March 20 at Chrysler Headquarters in Auburn Hills prior to being shipped out to Moab. Standing at attention and ready for inspection were the Jeep Grand Cherokee Trailhawk Concept, the Jeep Wrangler Mopar Recon, the Jeep Wrangler Stitch, the Jeep Sand Trooper II, the Jeep Wrangler Flattop and the Jeep Wrangler Slim.

Each of these special vehicles were equipped with a variety of new Jeep performance parts created by Mopar's off-road division. Mopar is Chrysler's service, parts and customer care brand.

On hand to talk about each new Jeep's off-roading features and characteristics were Jim Morrison, director, Jeep Product Marketing, Patrick Dougherty, vice president, Mopar parts,

sales and field operations, Mark Allen, head of Jeep Design and Chris Nowak, senior manager, Mopar product development.

"We're launching a new line of off-road performance parts for the Jeep brand, and we're working very closely to support the brand and to build the products that the customer wants and that the brand needs," said Dougherty, adding that the base customer for which these concept Jeeps have been designed is a small percentage of Jeep buyers, Dougherty explained.

"We have built some vehicles that really have that 'Wow' factor. They're prototypes that can go off-road, and they're the most capable vehicles you see out there," he said.

According to Dougherty the two most capable vehicles out of the six concepts bound for Moab are the Mopar Recon and the Sand Trooper II.

The Recon is powered by a 6.4-liter HEMI V8 with prototype beadlock wheels and the Stinger off-road bumper. The Jeep Sand Trooper II is said by Chrysler representatives to build off the extreme off-road capabilities of the original Sand Trooper. Version II has a 5.7-liter HEMI V8 crate engine, Mopar Portal axle, a full-length underbody skid plate and a Shorty off-road bumper.

Dougherty added that the latter vehicles are for that small percentage of die-hard enthusiasts



The Jeep Wrangler Sand Trooper II

who take their off-roading very seriously. The majority of Jeep loyalists want both – the enhanced capability for when they want to go off road, and the amenities and practical features that enable them to use their Jeep as their daily transportation.

For those customers, something like the Slim might be the better fit, said Dougherty. It's a daily driver that offers increased off-road capabilities and performance parts, such as the Dana 44 3.73:1 rear axle with limited slip, stock front axle, Mopar prototype two-inch lift kit and prototype LED off-road lights.

"You can upgrade it very easily. It's a daily driver type vehicle, so they can go to and from work, and then on the weekends they can take it off-road and have

some fun," he said.

In contrast, vehicles like the Sand Trooper II, the Mopar Recon, the Flattop and the Stitch are functional, but designed for "the crazies out at Moab," Dougherty said.

"Those are the people who are really invested (in off-roading). They have no dollar barrier on how far they want to go . . . They have a lot of play money, play time, and they have lots of recommendations for us," he said.

"We created our new Jeep performance parts portfolio for extreme off-road Jeep fanatics," said Pietro Goller, president and CEO, Mopar. Dougherty acknowledged that not all of the modifications on these concepts are on the market today, but in the near future, 75-80 percent of them will be.

2014 Cherokee is Chrysler's Newest Challenger in Midsize SUV Segment

CONTINUED FROM PAGE 1

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 brand with a laundry list of goodies: A 45 percent improvement in fuel economy, improved on-road driving dynamics, more cargo space, styling designed for global appeal, and more than 70 state-of-the-art safety and securing features, including Park Assist, Adaptive Cruise Control, Lane Departure Warning-Plus and For-

ward Collision Warning-Plus.

The Cherokee brings all the 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 seems to have hit all the marks to please the Jeep customer's demand for capability, comfort, luxury and style were not left by the wayside in order to stay true to Jeep's rugged DNA.

The Cherokee's new exterior was designed to have global appeal with fluid exterior lines, an aggressive wheel-to-body proportion, and advanced LED lighting technology, including a unique daytime running lamp (DRL) shape in the vehicle's forward lighting and contemporary, full LED tail lamps. The interior boasts premium materials on the door uppers and armrests, center armrest, and upper instrument panels.

In addition, the 2014 Jeep Cherokee offers customers two industry-exclusive open-air options – the new CommandView panoramic sunroof or the Sky Slider full-length open canvas roof.

For the 2014 Cherokee, Chrysler has added contemporary amenities like ergonomically designed seating with premium cloth or Nappa leather, available with optional power adjust controls and heated/ventilated seats with memory, and an available heated, leather-wrapped steering wheel.

Connectivity and infotainment features are an expected part of the mix to attract today's consumers, and the Cherokee has an extensive menu of state-of-the-art, high-tech features such as the thin-film transistor (TFT) LED inch grayscale or 7-inch full 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 Jeep Cherokee is built at Chrysler's Toledo Assembly Plant in Ohio. The new Cherokee in its four available models and choice of 11 exterior colors is slated to arrive in volume in dealer showrooms in the third quarter of 2013

OU Engineering Ctr. Omission

CONTINUED FROM PAGE 4

computer science laboratories delivering high-quality, hands-on design projects for undergraduate students at both the freshman and senior capstone project levels, to handle a number of computer facilities and teaching at all common core course laboratories.

Part of the roof top of the west wing will be devoted to an outdoor laboratory for renewable energy projects which involve, for example, solar power.

The center will also house instructional and research facilities in various focus areas, including biomedical engineering, advanced manufacturing, sheet metal forming, cyber physical systems and power, energy, and smart grid, with research in bio-fuel generation, alternative energy, power storage, battery technology; intelligent distributed systems and outreach and training activities in nuclear energy, alternative energy, and power management.

Faculty member Dr. Brian Sangeorzan, Department of Mechanical Engineering, looks forward to the facility's opening.

"Providing our integrated, high-quality engineering education requires space, as well as continuous evolution in both the lab infrastructure and classroom technology. This new building will provide the School of Engineering and Computer Science just that," he said. "We will have safe and modern laboratory and machine shop facilities, some integrated student design and work-space laboratories, and state-of-the-art teaching technology in the labs and classrooms – a great place to serve future generations of OU engineering and computer science students."

AL DEEBY

"Your Hometown Dealer."

THE 2013 SHOWCASE EVENT

THE ONLY TIME TRUCK MONTH

2013 CHRYSLER 300 CV8

Hemi, Leather
Stk#C1322026



24 MONTH LEASE

\$169*^{mo.} MSRP \$39,190

2013 DODGE CHARGER R/T

Hemi, Wheel & Tune Group
Stk#C1324033



24 MONTH LEASE

\$129*^{mo.} MSRP \$32,685

AL DEEBY

CHRYSLER DODGE

Jeep RAM OPEN SATURDAY

8700 DIXIE HWY., CLARKSTON, EXIT 93 OFF I-75

1-877-547-4083 www.aldeeby.com

SHOWROOM HOURS:
MONDAY 9-9
TUESDAY 9-6
WEDNESDAY 9-6
THURSDAY 9-9
FRIDAY 9-6
SATURDAY 9-3

ACCREDITED BUSINESS

Al Deeby makes car buying a fun and easy process with no hassles or gimmicks. All rebates to dealer. Deals apply to stock units only. Must be a Chrysler employee, military and TDM. Chrysler 300 requires \$2,285.42 down, Charger requires \$2,245.85 down plus taxes, title, plates, CVR rebate. Security deposit waived on S or A tiered approved credit. All leases calculated at 10k miles per year. Vehicle shown may not represent actual vehicle. Prices subject to change without notice. See dealer for details. Exp. 04/01/13.