

Mopar Offers Customers Opportunities To Personalize Jeep Grand Cherokees

Who said that a good SUV has to be plain?

Certainly not Jeep.

Thanks to Mopar, the Grand Cherokee can be personalized to fit the taste of just about any driver, said Pietro Gorlier, president and CEO of Mopar, Chrysler's service, parts and customer-care brand.

"For Jeep Grand Cherokee owners who want to further enhance their vehicle," he said, "we have a catalog full of proven, quality-tested accessories. Unlike any other aftermarket company, our accessories are designed and tested by the same designers and engineers who created our premium SUV."

From \$15 chrome valve-stem caps to \$1,775 leather seats, Mopar will offer a full menu of accessories for the 2014 Jeep Grand Cherokee, the most-awarded sport utility vehicle (SUV) ever, Gorlier said.

Here are select Mopar accessories available on the 2014 Jeep Grand Cherokee. A complete list of Mopar parts is available at mopar.com/jeep/grand-cherokee/2014. Accessories for the Jeep Grand Cherokee include:

- Racks and carriers: Mopar offers a full line of roof racks and bike, ski, canoe and luggage carriers, and with a hitch-mounted bike carrier;
- Wheels: Five options including a 20-inch chrome wheel, 18-inch steel winter wheel, 18-inch rugged look and two colors (silver and dark silver) available on a 10-spoke wheel;
- Electrical accessories: Remote start, electric trailer braking, Electronic Vehicle Tracking System (EVTS), back-up camera and battery/engine heaters;
- Off-Road accessories: Tow hooks and heavy-duty rocker guards to enhance off-road protection;
- Exterior accessories: Chrome mirrors, exhaust tip, grille and hood blackout decal;
- Side steps: In chrome or black, tubular side steps provide a lower step-in for entry and exit;
- Trailer hitch: With trailer wiring and towing balls engineered and quality-tested specifically for the Jeep Grand Cherokee;



Jeep Grand Cherokee SRT8 Vapor, left, and Jeep Grand Cherokee Alpine

- Pet-friendly partition: This feature keeps pets secure in the cargo compartment;
- Cargo-area tray: Matches all-weather floor mats and provides wall-to-wall coverage in the cargo area;
- Door-sill guards: In bright stainless steel with Jeep Grand Cherokee name, door-sill guards enhance the appearance of four-door thresholds and provide protection to the paint;
- Molded splash guards: Fits the contour of the vehicle and protects from mud and stone chips;
- All-weather floor mats: In a rugged pattern and featuring the Jeep logo, the mats provide complete carpet protection and full coverage. Premium carpet floor mats feature the Jeep name in luxurious 28-oz. sewn-edge carpeting.

Gorlier said the Jeep Grand Cherokee completely redefines the premium SUV, delivering an unprecedented combination of best-in-class fuel economy and driving range, available clean-diesel technology, legendary benchmark capability, world-class craftsmanship, and a host of advanced user-friendly technology and safety features.

For 2014, Grand Cherokee offers a new EcoDiesel engine with best-in-class 30 mpg highway and an unmatched driving range of more than 730 miles, Gorlier said.

A new eight-speed transmission drives all Grand Cherokee engines, including the 3.6-liter Pentastar V6 – achieving up to 25 mpg and more than 600 miles driving range – and the 5.7-liter V8, now achieving up to 22 mpg.

Jeep capability comes courtesy of three 4x4 systems, Jeep's Quadra-Lift air suspension, Selec-



Chrome/black tubular side steps

Terrain traction management and an improved crawl ratio of 44.1:1.

All this customization is just part of Jeep's efforts to make the Grand Cherokee a refined ride, Gorlier said. The vehicle comes with premium interior amenities, including Natura leather, exotic open-pore wood and new color offerings. The 2014 Jeep Grand Cherokee is available in four trim levels, including the new top-of-the-line Summit, with pricing starting at \$29,790.

Auburn Hills Chamber of Commerce Golf Outing Scheduled for Aug. 15

Just a reminder. The Auburn Hills Chamber of Commerce is hosting its annual "Auburn Hills Open...Fore Business" golf outing on Thursday, Aug. 15.

Chamber Executive Director Denise Asker calls the outing one of the chamber's most popular events of the year. The outing will take place at Fieldstone Golf Club, Auburn Hills' municipal course, starting at 8:30 a.m.

"The Auburn Hills Open is a great way for any business or persons working or living in Auburn Hills to enjoy a fabulous event in support of the Chamber," said Gordon Marmion, PGA professional and general manager of Fieldstone Golf Club.

Bernie Sinz, Auburn Hills chamber board member and golf committee head, said, "The Auburn Hills Open is always highly anticipated.

"It's an event that allows the local business community to familiarize and get more comfortable with organizations within and outside their own business focus.

"Participants have fun and network, rallying together in support of the local business community. This traditional golf event is a great method to connect and communicate in a fun and friendly environment as well as contribute to the positive growth in the city."

Asker said registration is open through Aug. 14.

Tickets are \$650 for a four-person team and \$175 per individ-

ual. Included with the purchase of tickets are 18 holes of play, three meals, a day of networking, contests, mulligans, 50/50 and raffle prizes – plus four drink tickets.

At 8:30 a.m., guests will register, enjoy a continental breakfast, practice on the putting green and have an opportunity to network, Asker said.

A shotgun start will kick off the golf portion at 10 a.m., and lunch will be provided at the turn. The dinner and prize reception will begin at 4 p.m. A dinner only option is available for non-golfers at \$35 for chamber members and \$45 for others.

AH Chamber Will Hold Young Mixer

The Auburn Hills Chamber of Commerce is holding a Young Professional Mixer on Aug. 22 at bd's Mongolian Grill, 3325 University Drive, starting at 5:30 p.m.

The two-hour event gives young business people in Auburn Hills and the surrounding area the opportunity to meet and network with emerging leaders in the local business community.

The cost is \$10 per ticket, \$15 at the door and for non-Chamber members. There will be light appetizers and a cash bar.

For more information on the event, contact Rachael Jay at rjay@auburnhillschamber.com.

Surf Parties in Six Cities Already Kicking Off Launch of Fiat 500L

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design, each Fiat 500L Urban Surf Party will up the ante on innovation.

Each event will feature a "Silent DJ" party, offering live music offered in a unique way by Silent Frisco, a cutting-edge San Francisco-based technology company that fuels parties with individual headphones.

Silent Frisco enables being "scene not heard" by offering each attendee a pair of custom-designed, festival-optimized wireless headphones that allows them to crank the volume as loud as wanted (without disturbing the neighbors), and dance to the grooves of various DJs across the national tour, Morgan said.

Each city will also include the original "day-in-the-life" video series showcasing local residents as they use the Fiat 500L in their daily lives.

The first beach party in Miami kicked off alongside the Muse-

um's monthly "Beats after Sunset" happy hour event and featured DJ Seamstar and DJ Antanas Jurksaitis of Rockit Sauce.

The Fiat 500L Surf Party summer/fall schedule also includes:

- Aug. 15 – Santa Monica, Calif. – Santa Monica Pier;
- Aug. 17 – San Diego – Wave House;
- Aug. 24-25 – Chicago – World Paddle Challenge, North Avenue Beach;
- Sept. 29 – San Francisco, Ocean Beach;
- Oct. 18 – New York, N.Y. – New York Surf Film Festival.

Everyone is invited and admission is free, Morgan said.

The Fiat 500L five-passenger model is meant to expand the appeal of the brand's Fiat 500 with more style and efficiency in the growing B-segment, Morgan said.

The Fiat 500L – the L stands for "Large" – follows the U.S. introduction of the high-performance Fiat 500 Abarth, and the new, all-electric Fiat 500e available exclusively in California.



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