

## **2014 Jeep® Grand Cherokee SRT Named 'SUV of the Year' by Esquire**

October 22, 2013, Auburn Hills, Mich. - The 2014 Jeep® Grand Cherokee SRT has been named "SUV of the Year" by Esquire magazine in this year's Esquire Car Awards.

Vehicles considered for the 2013 Esquire Car Awards were required to be all-new, appealing to Esquire readers, stylish, a good value and most importantly, a vehicle you want to drive.

"The one sonic experience of the year that I will not forget is engaging the ignition on the [Grand Cherokee] SRT," said David Granger, Esquire magazine editor-in-chief. "This is the sweetest-sounding most reasonably priced engine note of our time."

Esquire editors drove numerous vehicles to make the selections for the 2013 Esquire Car Awards, which appear in the magazine's November issue on newsstands now.

"The new 2014 Jeep Grand Cherokee SRT combines impressive performance and luxury wrapped in a muscular and stylish exterior," said Ralph Gilles, President and CEO – SRT Brand and Motorsports, Chrysler Group LLC. "Winning Esquire's 'SUV of the Year' award continues to help set us apart from esteemed competitors by appealing to the passionate, performance-enthusiast consumers with its unique blend of value, technology, power and character."

Starting with the performance-oriented and functional designs from Chrysler Group's SRT (Street and Racing Technology) brand, the 2014 Jeep Grand Cherokee SRT model builds on that success with new technologies and exterior and interior styling cues that convey an even higher level of opulence and power.

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 Grand Cherokee SRT's fun-to-drive factor during a daily commute or for more spirited driving on the race track.

The new transmission is mated to the proven and powerful 6.4-liter HEMI® V-8 with Fuel Saver Technology delivering 470 horsepower (351 kW) at 6,000 rpm and 465 lb.-ft. (630 N•m) of torque at 4,300 rpm and helps deliver greatly enhanced towing performance of 7,200 pounds – a 44-percent improvement over the 5,000-lb. towing capacity from the previous model.

Outside, the new 2014 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, 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 center 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.

### **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 2014 SRT lineup 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, Dodge Charger SRT and Jeep Grand Cherokee SRT join the flagship SRT Viper, which made its highly anticipated return to the high-performance sports car market in 2013.

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