

Clip: 1 of 1

Jeep ready for foray

Fiat Chrysler's iconic Jeep sports utility vehicles (SUVs) are set to enter the Indian market by the middle of this year with the Wrangler Unlimited and Grand Cherokee. In a quick chat with Jayati Ghose of **The Telegraph**, Jeep's brand director Jim Morrison shares the company's plans.

■ **Which Jeep models will you bring to India? Any plan for local production?**
We will enter India with the Wrangler Unlimited and the Grand Cherokee this year. We will start the local assembly of an all-new Jeep vehicle at our Ranjangaon plant in 2017.

■ **Your investment plans?**
Fiat Chrysler Automobiles announced last year its intent to invest around \$200 million in its manufacturing joint venture, Fiat India Automobiles,



Morrison: Upbeat

with Tata Motors. An investment in Ranjangaon unit will support the production of the new made-in-India Jeep.

■ **How many units do you expect to sell in the first year?**
I wouldn't want to put a number to it but we are entering India at a perfect time, which has been growing at a fast pace. We will start by selling in the major metros.

■ **How will you adapt to the changing emission norms?**
Originally, we had planned to bring in only diesel engines but because of a change in regulation, we will introduce a 3.6-litre VC petrol engine.