



FIAT CHRYSLER AUTOMOBILES

## Legendary Jeep® Brand Enters One of the World's Largest Automobile Markets

- Jeep® Wrangler Unlimited, Jeep Grand Cherokee and Jeep Grand Cherokee SRT make their Indian debut at the 2016 Auto Expo in New Delhi
- Jeep brand sales in India to start in mid-2016
- Introduction comes at a time of record worldwide sales for Jeep and continued global expansion

**New Delhi, February 3, 2016** – The growing international presence of the Jeep® brand marked another milestone today when the brand was introduced to India at the 2016 Auto Expo in New Delhi.

With a line-up of three SUVs – Jeep Wrangler Unlimited, Jeep Grand Cherokee and the high-performance Jeep Grand Cherokee SRT – Jeep brand sales in India will start in mid-2016, a year that also marks the brand's 75th anniversary.

“Our aggressive expansion in international markets is one of the key drivers behind our current global sales momentum,” said **Mike Manley, Head of Jeep Brand, FCA, and Chief Operating Officer (COO) of the Asia Pacific (APAC) Regional Operations Group**. “Last year, we started local production in Brazil and China, and today, we are launching the Jeep brand in the fifth largest market in the world, India, setting the foundation for our future growth in this country.”



The Jeep brand arrives in India at a time of record sales and continued expansion into markets outside its North American home. Jeep recorded sales of more than 1.2 million units worldwide in 2015 – the highest total in its 75-year history – setting a global sales record for the fourth consecutive year.

Fiat Chrysler Automobiles N.V. (FCA) announced last year its intent to invest approximately \$280 million in its manufacturing joint venture, Fiat India Automobiles Private Limited, with Tata Motors Limited. The investment in the manufacturing facility in Ranjangaon, India, will support the production of a new Jeep vehicle and is expected to begin production in 2017.

“Jeep has been one of the most awaited SUV brands in India and it is entering this important market the same year that it celebrates its 75th anniversary. The SUV segment witnessed a robust growth of 22 percent over the last five years in India and we expect it to grow exponentially in the future, creating the perfect environment for the legendary Jeep brand” said **Kevin Flynn, President and Managing Director, FCA India Automobiles Pvt. Ltd.**

“The Jeep line-up, including the ruggedly stylish Jeep Wrangler Unlimited, the mighty Jeep Grand Cherokee and the furiously fast Jeep Grand Cherokee SRT, will be initially brought to Indian shores via the complete built up (CBU) route,” he added. “Starting today, it will be our



FIAT CHRYSLER AUTOMOBILES

constant effort to leverage Jeep's global leadership position as a brand and full product line-up here in India and local assembly of an all-new Jeep vehicle will commence at our Ranjangaon plant in 2017."

Jeep Wrangler and Jeep Grand Cherokee will be sold with diesel and petrol engines through a network of dealers located in key metro cities.

### **Sleek and Aerodynamic Exteriors:**

The Grand Cherokee, the most awarded SUV ever, will be offered in two variants; Grand Cherokee Limited and Grand Cherokee Summit. Both will have a similar exterior appearance with some minor differences. Both the variants come equipped with Bi-Xenon headlamps with distinctive Jeep daytime running headlamps. The rear of the Grand Cherokee offers large tail-lamps with signature LED lighting, a rear aerodynamic spoiler and a wide window in the tailgate for greater rear visibility. The Summit variant will be fitted with 20-inch alloys whereas the Limited variant will have 18-inch alloys.

A tight-to-the-road stance, wide footprint and sinister "blacked out" front end gives the Grand Cherokee SRT a look that's all its own. The front grille and lower 'mouth' area have a gloss black treatment and sport distinctive headlights. The Grand Cherokee SRT is longer and wider as compared to the Grand Cherokee but in terms of height it is shorter to give a sporty feel to the car. A lowered ride height, stiffer spring rates, robust anti-roll bars and cambered front and rear wheels all help the Grand Cherokee SRT achieve an impressive acceleration. The Grand Cherokee SRT has 20-inch "Goliath" polished aluminium wheels. At the rear, a rear spoiler has been given to provide downforce for improved handling.



The Jeep Wrangler Unlimited, an icon recognized throughout the world, will offer rugged and impressive exteriors. Wrangler Unlimited incorporates classic Jeep vehicle design elements to provide all-weather capability that testifies to its off-road prowess. Removable tops and doors help turn it into the only open-air 4x4 vehicle in the market. The Jeep Wrangler Unlimited features 17-inch wheels that form a foundation for any journey worth undertaking. Either tackling the streets or hitting the trails, the Wrangler Unlimited provides with amazing on and off-road performance.

### **Elegant and opulent interiors:**

The Grand Cherokee Limited will feature dual pane sunroof, premium leather seats, Selec-terrain traction control, 5-inch touch-screen infotainment system, memory seat for the driver and 8 way power adjustable front seats. Additionally, customizable premium instrument cluster is also being offered. Along with the features offered in the Limited variant, Jeep Grand Cherokee Summit will additionally get ventilated front seats and 8.4-inch touch-screen navigation and infotainment system along with rear DVD entertainment system.



FIAT CHRYSLER AUTOMOBILES

The interiors of the Jeep Grand Cherokee SRT are race-inspired. The exclusive Laguna leather upholstery makes the car more sporty and stylish. Processing is kept to a minimum to let the leather's natural softness and beauty shine through. The leather will develop creases and wrinkles that conform to the way that you sit in the seat. The car will also feature a Harman Kardon 19-Speaker sound system will be offered with active Noise cancellation. The leather wrapped steering will hold a SRT logo with paddle shifts positioned behind the wheel.

The Jeep Wrangler Unlimited has washable interiors to keep the mud and dirt at bay. There will be a lockable storage space offered in the interiors. The steering wheel is leather-wrapped with mounted controls for the touch-screen provided for entertainment and navigation. The Wrangler Unlimited is fitted with an Alpine Premium Audio system. The car comes with the Command-Trac Shift-On-The-Fly 4WD system to help the vehicle manoeuvre over rugged paths.

#### **Adrenalin-pumping performance:**

Both the Grand Cherokee Limited and Summit are powered with a 3.0L CRD Turbo V6 Diesel engine generating an exhilarating power of 240 HP and 570 NM of torque. The Grand Cherokee Limited is equipped with Quadra Trac II and the Grand Cherokee Summit gets the Quadra Drive II traction control which makes the cars capable of delivering legendary 4x4 performance and experience.

The Grand Cherokee SRT bears a 6.4L 470-hp HEMI V8 engine that feeds a Quadra-Trac Active On-Demand 4WD system. An eight-speed automatic transmission with steering wheel-mounted paddle shifters helps drivers go full throttle on the track, to reach a hair-raising top speed of 258 kmph. The Launch Control button optimizes every possible setting for maximum acceleration off the line. The Brembo high-performance brake system (ABS) provides the stopping power you need (96-0 kmph in 116-ft). The Grand Cherokee SRT will also have fuel saver technology.

The Jeep Wrangler Unlimited comes with a 2.8L CRD Turbo Diesel DOHC I-4 engine powering the wheels through a 5-speed automatic transmission. It's capable of tackling rough off-road terrain with its Command-Trac Shift-On-The-Fly 4WD. Hill Start Assist (HAS) and Electronic Roll Mitigation (ERM) ensures that drivers are gripped to the road. It delivers a legendary 4x4 performance with a lower crawl ratio. The Wrangler Unlimited will be 'Trail-rated'. The Trail Rated badge on Jeep 4x4s represents a series of gruelling tests that prove its off-road capability on some of the toughest trails on the planet.

#### **Safety is the first priority:**

The Grand Cherokee comes standard with advanced, multistage driver and front-passenger airbags and supplemental side-curtain airbags. **Electronic Stability Control (ESC)** coordinates **Electronic Roll Mitigation (ERM)**. The **Antilock Brake System (ABS)**, Brake Assist, **All-Speed Traction Control and Trailer Sway Control (TSC)** is activated when the system detects





FIAT CHRYSLER AUTOMOBILES

loss of traction. The Grand Cherokee SRT additionally features a Brembo high-performance braking system with a four-wheel disc antilock brake system (ABS) which provides the stopping power for the Grand Cherokee SRT.

Jeep Wrangler Unlimited protects with the best-in-class safety and security features including standard advanced multistage front airbags. **Electronic Stability Control (ESC)** senses when the driver begins to over- or under-steer and applies individual brakes and controls the throttle as needed to help put the driver back on track. **Electronic Roll Mitigation (ERM)** determines when a rollover may occur and applies braking force to help reduce the likelihood of such an accident. A Brake Assist System and a Four-Wheel Disc **Antilock Brake System (ABS)** has been provided for improving vehicle control and decreasing stopping distances on both dry and slippery surfaces. The fuel tank features a 2.5-mm skid plate designed for safer and more secure off-roading.

Jeep vehicles will arrive to the market in the second half of 2016 and Indian customers can learn more about the Jeep brand at [www.jeep-india.com](http://www.jeep-india.com)



**About the Jeep Brand:**



Built on 75 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep global vehicle line-up consists of the Cherokee, Compass, Grand Cherokee, Patriot, Renegade, Wrangler and Wrangler Unlimited.

**Follow Jeep India on:**

**Jeep website:** [www.jeep-india.com](http://www.jeep-india.com)

**Facebook:** [www.facebook.com/JeepIndia](http://www.facebook.com/JeepIndia)

**Twitter:** [www.twitter.com/jeepindia](http://www.twitter.com/jeepindia)

**Instagram:** [www.instagram.com/jeepindia](http://www.instagram.com/jeepindia)

**About Fiat Chrysler Automobiles**

Fiat Chrysler Automobiles (FCA) designs, engineers, manufactures, distributes and sells vehicles under the Abarth, Alfa Romeo, Chrysler, Dodge, Fiat, Fiat Professional, Jeep, Lancia, Ram, SRT brands as well as luxury cars under the Ferrari and Maserati brands.



FIAT CHRYSLER AUTOMOBILES

FCA also operates in the components sector, through MagnetiMarelli and Teksid, and in the production systems sector, through Comau and in after-sales services and products under the Mopar brand name. In addition, the Group provides retail and dealer finance, leasing and rental services in support of the car business through subsidiaries, joint ventures and commercial agreements with specialized financing services providers.

FCA is an international auto group engaged in industrial activities in the automotive sector through companies located in 40 countries and has commercial relationships with customers in approximately 150 countries.

**For more information please contact:**

**Marius D’Lima**

Head – Corporate Communications,  
Fiat Chrysler Automobiles, India Operations  
+91 - 98201 29889  
E-mail ID: [marius.dlima@fcagroup.com](mailto:marius.dlima@fcagroup.com)

**Akshat Jain**

Senior Image Manager  
Perfect Relations Pvt Ltd  
+91 9920210948  
[akshatj@perfectrelations.com](mailto:akshatj@perfectrelations.com)  
**Twitter-** @akshatkiller

