



2013 Jeep Grand Cherokee

Jeep Wins Every Category It Enters in Texas Event

Chrysler's Jeep brand ended up a winner at this year's Texas Auto Writers Association (TAWA) Truck Rodeo, where the organization issues awards to what its members consider the top trucks, SUVs and crossovers.

The Jeep Grand Cherokee was named "SUV of Texas" for the third consecutive year.

Jeep did well in other categories as well. The Jeep Wrangler was awarded 2013's "Mid-size SUV of Texas" designation, and the "Full-size Luxury SUV of Texas" was given to the 2013 Jeep Grand Cherokee Overland Summit.

"Texans are passionate about their SUVs. Our members were clearly impressed with the 2013 Jeep Grand Cherokee once again," said Michael Herzing, TAWA president.

"Grand Cherokee's awards at the Rodeo speak volumes about its design, capability, and performance. Texas is Jeep country."

Mike Manley, president and CEO - Jeep brand, said "We are absolutely delighted that Jeep has won the prestigious 'SUV of Texas' award three straight years.

"Even more impressive is the fact that Jeep vehicles came out on top in every category we entered. We are grateful that the influential Texas auto writers have once again recognized the unmatched combination of benchmark capability and outstanding everyday driving dynamics that Jeep vehicles offer.

"Texas is a tremendously important SUV market and we have proven that winning TAWA awards increases showroom traffic and increases sales," he said.

"Through September of this year, Jeep brand sales are up 20 percent nationally, and nearly double that in Texas."

Patrick Hepsen, SUV & family vehicles PR manager for Chrysler, said the awards are a concrete demonstration as to why Jeep brand vehicle sales are up.

"The SUV vehicle segment is an important market for manufacturers because they're so popular with the public. To have TAWA give us their awards gives us recognition with the public, which helps drive traffic to our showrooms. We're very proud."

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