

Jeep Grand Cherokee

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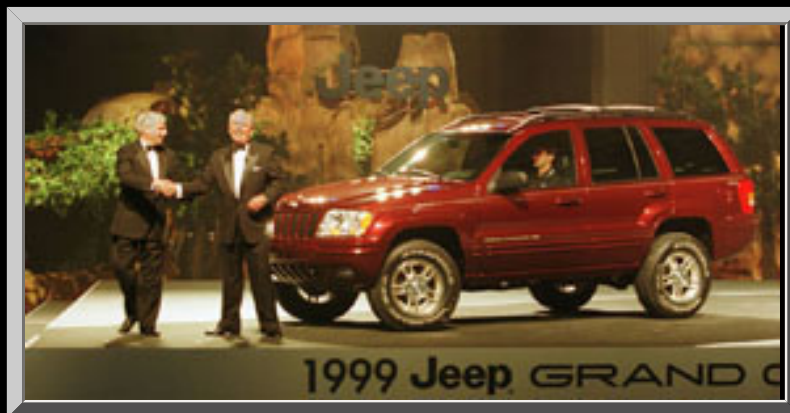
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WJ world debut launch at the Cobo Center in Detroit, June 16, 1998

The First WJ



The first WJ, shown above. The white 1999 *Limited* was produced on July 17th, 1998 and was signed by all of the plant employees as well as management and others associated with the development of the all-new Jeep. The Jefferson North Assembly Plant started up with single-shift production of the new Grand Cherokee. Second and third shifts were added in August. A total of 1,456 WJ's are built during July, another 10,000 in August and more than 20,000 each month the rest of the year.



Only 127 parts were carried over from the 1998 Grand Cherokee.

The last WJ



Max Ortiz / The Detroit News

The last WJ Grand Cherokee: No. 1,557,859 rolls out of JNAP

The last WJ series Grand Cherokee, a white Laredo model, rolled off the assembly lines at the Jefferson North Assembly Plant Friday May 21, 2004. Introduced 6 years ago in 1998, the 2nd generation WJ series has been very successful sales-wise. At retail, it is estimated that more than 1.4 million WJs will have been sold - incredibly close to the number of 1st generation '93-'98 ZJ's sold (1,428,095). The total number of Grand Cherokees produced now stands at more than 3 million.

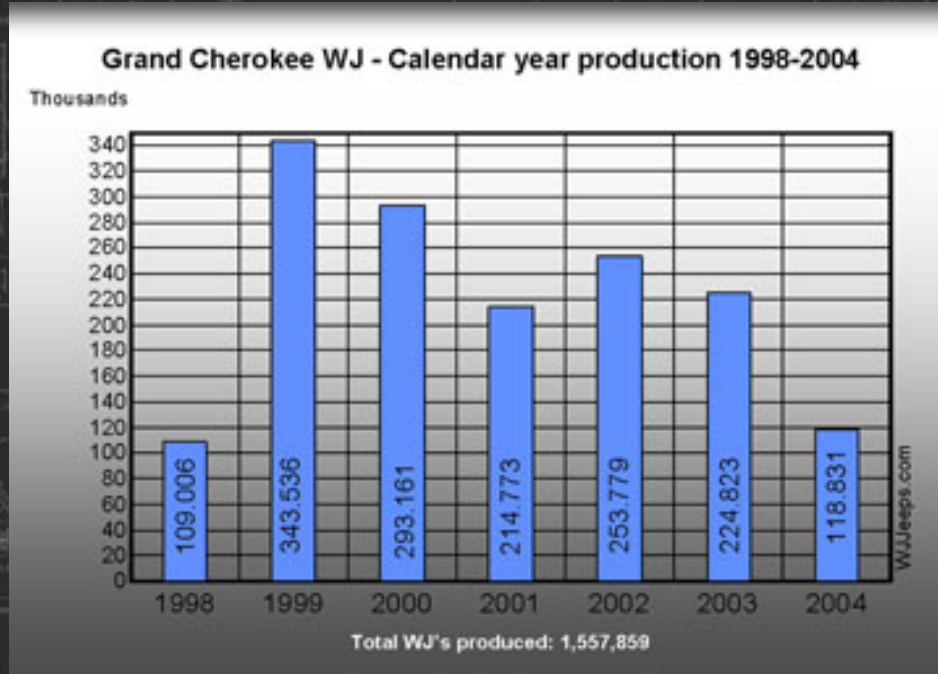
During the last month of production the Jeep plant ran extra overtime to stockpile enough Grand Cherokees to last until the new model becomes available in early October. As of May 1st Jeep had 73,700 units in inventory, a 125-day supply. The sixteen production days in May added to that supply which should comfortably get Jeep through the end of the 2004 sales year.

Jefferson North will shutdown production for more than 9-weeks to retool for the all-new 2005 Grand Cherokee. Extensive remodeling and modernization will be done at the plant and when finished Jeep will be able to run multiple models while simultaneously piloting another vehicle on the same line. Productivity and efficiency will also be increased dramatically. Pilot production of the redesigned Jeep will begin in June with production versions rolling off the lines starting July 26th. In the summer of 2005, Jefferson North will be producing both the 2006 Grand Cherokee and the new 2006 "XK" 7-passenger "Commander" Jeep. Grand Cherokee production for model year 2005 will end on July 8th 2005, with 2006 production starting on July 18th.

Dealer orders for the new 2005 Grand Cherokee were accepted starting in mid-June 2004.

For information on the all-new 2005 "WK" Grand Cherokee,
 please visit our companion web site: WKJeeps.com

Calendar year production



Production started July 17, 1998 and commenced on May 21st, 2004

WJ Program and development costs

Design/engineering	\$550 mil.
Tooling and U.S. plant	\$750 mil.
New engines and transmissions	\$700 mil.
Graz plant, RHD tooling	\$300 mil.
TOTAL	\$2.3 Billion

1999 WJ MSRP* at Introduction

(*Manufacturers Suggested Retail Price, including \$525 Destination charge)

Laredo (2WD)	\$26,220
Laredo (4WD)	\$28,190
Limited (2WD)	\$31,985
Limited (4WD)	\$34,415

Jefferson North Assembly Plant Detroit, Michigan



Products

Jeep Grand Cherokee

ZJ (1992-1998) WJ (1999-2004) WK (2005-2010?)

Plant History	A new facility was built in 1991, replacing the original 75-year old Jefferson plant. The production launch of the first Jeep Grand Cherokee ("ZJ") was on January 14, 1992. A \$750 million 3-year renovation and expansion was completed in 1998, adding over 800,000 square feet. A second major renovation is taking place during May-July of 2004 in preparation for the new 2005 model and next year's 2006 luxury "Commander" model.
Location	2101 Conner Avenue, Detroit, MI 48215
Current production	955 vehicles per day, two shifts
Maximum production	1336 vehicles per day, three shifts
Capacity (Annual)	350,000
Floor Space	2.6 Million square feet
Acreage	283 acres
Conveyors	24.1 miles
Robotics	357 Robots in the plant
Computers	860
Employment (varies)	2791 employees (as of 8/2004)
Training Hours	120,000 hours (2003)
Union Local	U.A.W. (United Auto Workers) Local #7, #889, and #412

Grand Cherokee production dates & milestones

1989

Spring 1989

Chrysler head Bob Lutz first reveals the Grand Cherokee concept at the 1989 Detroit auto show.

1991

October 1991

The first Grand Cherokee (code-named "ZJ") is assembled at the Jefferson North Assembly plant (JNAP). A total of 106 pre-production 1993 models are built ahead of the January 14, 1992 production launch.

1992

January, 1992

The Jeep Grand Cherokee is introduced at the 1992 North American International Auto Show in Detroit and is driven THROUGH the glass walls of the Cobo Exhibition Center by Chrysler President, Bob Lutz. The Grand Cherokee is the first 4x4 to be fitted with a standard driver's side airbag.

January 14, 1992

Production starts for the new 1993 Grand Cherokee. 326 units are built during January and 2,335 more in February. Production gradually increases throughout the year, peaking at 19,000 in October. Sales are successful for the new Grand Cherokee. Total model year retail sales tops 216,000 units.

April 19, 1992

The new 1993 Grand Cherokee is publicly announced.

1993

September 1993

1994 models introduced. Grand Wagoneer dropped, new Orvis package, Limited gets 4-wheel disc brakes, side door beams added.

1994

September 1994	1995 models introduced. 4-wheel disc brakes become standard on all models, rear tailgate adds optional flip up glass hatch, 5.2L V8 gets modest torque increase, 5-speed manual transmission dropped.
October 1994	Jeep and Steyr Daimler Puch form a joint venture in 1993 and begin production of RHD (and LHD) Grand Cherokees in Graz, Austria in October 1994.
1995	
September 1995	1996 models introduced. New exterior appearance - grille, fascias, cladding and nameplates and an all-new interior. Driver and passenger air bags are standard, part-time only Command-Trac dropped, refinements to engine make it smoother & quieter.
1996	
April 26, 1996	The one-millionth Grand Cherokee ZJ rolls off the assembly line.
June 1996	WJ conversion begins at JNAP, 365,000 square foot addition to body shop, third paint line added.
September 1996	1997 models go on sale. New, improved ABS system, new steering column design, upgraded sound systems, new TSi model.
1997	
March 26, 1997	At the New York Auto Show Chrysler formerly announces the powerful new 1998 Jeep Grand Cherokee 5.9 Limited, slated for fall availability. "Combines the performance of a 245 horsepower 5.9-liter V-8 engine with more luxury and authentic Jeep capability". Sold in overseas markets as the Grand Cherokee LX. 1997 was the last model year for the 1st generation ZJ series.

August 1997	First WJ F1 pilot vehicles built at CTC (Chrysler Technology Center). Error/mistake-proofing simulations started at JNAP.
September 1997	1998 models go on sale. Limited gets a new 5.9L optional engine. Orvis designer package dropped.
October 7, 1997	Special Edition 1998 model Grand Cherokee Laredo announced.
1998	
May 22, 1998	The last of 1,662,552 ZJ Grand Cherokees is built. The plant shuts down to retool for the all-new 1999 Grand Cherokee "WJ".
June, 1998	Production starts for the all-new 4.7-liter V-8 engine slated for the 1999 Grand Cherokee. In preparation, the one-million square-foot Mack Avenue Engine facility underwent a three-year, \$930 million metamorphosis that left the ceiling and the structural steel as the only original parts.
June 15, 1998	Verification of assembly line equipment begins, with two weeks scheduled for systems trials and debugging.
June 16, 1998	On this day at 1:00pm, the new Grand Cherokee WJ was officially introduced at the Cobo Center in Detroit - this was the world wide introduction of the 2nd generation "All-new 1999 Grand Cherokee", promoted by Chrysler to be "The Most Capable Sport Utility Ever".
June 29, 1998	1999 WJ production run, 49 vehicles are built 6/29 and 6/30. 126 more WJ pilots are built ahead of the July 17 production launch.
July 9, 1998	Chrysler launches production of its new 45RFE rear-wheel-drive transmission. Along with the 4.7 liter V-8, it will power the 1999 Grand Cherokee and, later, Ram trucks.

July 17, 1998	WJ Job#1 - The Jefferson North Assembly Plant starts up with single-shift production of the new 1999 Grand Cherokee. "The birth of the WJ". A total of 1,456 WJ's are built during July, another 10,000 in August and more than 20,000 each month the rest of the year.
August 3, 1998	JNAP Second shift launch
August 17, 1998	JNAP Third shift launch
August 24, 1998	Shipments to dealers of the new Grand Cherokee began this week
September 4, 1998	The all-new 1999 Grand Cherokee officially goes on sale in the USA.
November 17, 1998	Chrysler Corporation merges with Daimler-Benz to create DaimlerChrysler, the largest automotive union in the history of automobile manufacturing.
December 9, 1998	The all-new Grand Cherokee is unveiled in Europe for first time (Bologna Motor Show, Italy)
December 29, 1998	DaimlerChrysler unveils the Jeep Commander concept vehicle during the sport utility's world debut for media at the LA Auto Show.
1999	
Jan/Feb 1999	Production of the all-new Grand Cherokee begins for international markets at assembly plants in Austria & South America. The first RHD (right-hand drive) WJ's are built.
March 1999	The all-new Grand Cherokee goes on sale in international markets.
June 1999	1999 WJ production ends
July 1999	2000 WJ production begins

October 28, 1999	JNAP holds a celebration as Jeep Grand Cherokee No. 2,000,000 and No. 2,000,001 roll off the assembly lines.
2000	
January 2, 2000	Jefferson North Assembly Plant Y2K validation. During a 4-hour special Sunday trial run, 181 Grand Cherokees are built with no glitches encountered. Jefferson North Plant manager Fred Martino-DiCicco and UAW Local President Gerald Wooten drove one of the first volume production vehicles off the assembly line to a gathering of employees and media.
June 2000	2000 WJ production ends
July 2000	2001 WJ production begins
October 23, 2000	Commander 2 concept Jeep unveiled
2001	
February 5, 2001	Special 60th Anniversary Edition models of the Grand Cherokee, Wrangler and Cherokee are released for a limited time period. Grand Cherokee sales for this edition totaled 3,822.
March 27, 2001	2002 Grand Cherokee Special Edition introduced at the New York Auto Show.
June 18, 2001	HO engine production begins
July 6, 2001	2001 WJ production ends
July 16, 2001	2002 WJ production begins

September 2001	2002 model year sales launch. New upscale Overland model is added to the line-up. Several new major options are introduced, including side airbags, 4.7L High Output engine, adjustable pedals, Electroluminescent gauges, Rain-Sense wipers and a Tire Pressure Monitor System.
September 28, 2001	2002 Grand Cherokee Laredo Sport announced by Jeep
October 02, 2001	Chrysler group Jeep exhibit opens at Walter P. Chrysler Museum
November 15, 2001	2002 Grand Cherokee Laredo Sport starts to arrive in showrooms
2002	
June 3, 2002	2003 Grand Cherokee order banks open
June 11, 2002	A new Jeep concept vehicle was unveiled at the DaimlerChrysler Innovation Symposium in Stuttgart, Germany. The Grand Cherokee <i>Concierge</i> was designed for testing safety features such as Active Night Vision, a new advanced SmarTire monitor system and other technologies.
July 3, 2002	2002 WJ production ends
July 9, 2002	Starting this day, Chrysler, Jeep® and Dodge vehicles are covered by a seven-year or 70,000-mile powertrain warranty on all new Chrysler Group vehicles. This industry-leading warranty is fully transferable to subsequent owner and represents Chrysler Group's long term multi-brand campaign to underscore quality gains.
July 22, 2002	2003 WJ production begins
August 2002	The one-millionth WJ is sold
October 15, 2002	Ordering closes for the 2003 model year.

October 30, 2002	2004 Grand Cherokee order banks open
December 23, 2002	2003 WJ production ends, shortest WJ model year.
2003	
January 2, 2003	Production begins for model year 2004 Grand Cherokees. First WJ refreshening.
January 5, 2003	2004 WJ models introduced at the North American International Auto Show (NAIAS) in Detroit. New 2004 "Freedom" Edition introduced.
February 2003	2004 Laredo and Limited models begin to arrive in showrooms. Production of 2004 Overland model begins. Production of WK pilots begin, "Job #0".
March 10, 2003	Production of the new limited-run "Freedom Edition" model begins.
September 18, 2003	"Trail Ready" advertising campaign announced. Badges to appear on new Jeep vehicles immediately. Advertising start date set for mid-October.
October 6, 2003	Production start-up for the new "Columbia Edition" Grand Cherokee.
November 17, 2003	2005 WK unveiled for the first time (to dealers and selected Press members), Cobo Hall, Detroit.
December 22, 2003	Production ends for the "Columbia Edition".
2004	
February 2004	Production startup for 5.7L Hemi engines with new Cylinder Deactivation feature.

March 2004	Ordering closes for the Grand Cherokee 2004 model year.
April 7, 2004	2005 Grand Cherokee world premiere for the press, New York Auto Show.
April 9, 2004	2005 Grand Cherokee world premiere for the public, New York Auto Show.
May, 2004	Grand Cherokee "Rocky Mountain Edition" released, the last WJ model to be manufactured.
May 21, 2004	The last WJ series Grand Cherokee rolls off the assembly lines. The plant closes for approximately 2 months to retool for the all-new 2005 model.
July 26, 2004	All new 2005 "WK" Grand Cherokee production start-up (Job #1).
August, 2004	2004 Grand Cherokee "WG" export model - end of production for 4.0 models
September 2004	All new 2005 "WK" Grand Cherokee scheduled to start arriving in dealer showrooms (late September)
October, 2004	2004 Grand Cherokee "WG" export model - end of production for 4.7 models
October 21, 2004	All new 2005 "WK" featured for "Premiere Nights", a national dealer event to formally introduce and showcase the new Grand Cherokee to the public.
November, 2004	2004 Grand Cherokee "WG" export model - end of production for 4.7 HO models
December, 2004	2004 Grand Cherokee "WG" export model - end of production for 2.7 Turbo Diesel models
2005	

February, 2005	First 2006 WK Grand Cherokee volume production pilot models are built at Jefferson North, including the Laredo, Limited Overland and SRT-8 models.
February, 2005	First 2006 XK Commander volume production pilot models are built at Jefferson North.
March 2005	2005 Grand Cherokee "WH" export model premiere at the Geneva International Motor Show
March 7, 2005	2005 Grand Cherokee "WH" export model volume production startup for 4.7L and 5.7L models (Job #1)
March 18, 2005	2006 Grand Cherokee SRT-8 world premiere, Live with Regis and Kelly show, New York.
March 23, 2005	2006 Jeep Commander world premiere, New York International Auto Show
March 23, 2005	2006 Grand Cherokee SRT-8 introduction, New York International Auto Show
May 2, 2005	2005 Grand Cherokee "WH" export model volume production startup for 3.0 V6 CRD models (Job #1)
July 5, 2005	2006 WK Grand Cherokee production startup
July 8, 2005	2005 WK Grand Cherokee final day of production (Buildout)
July 18, 2005	2006 "XK" Commander production launch
September 2005	Sales introduction for the 2006 WK and XK models
September 12, 2005	World premiere of the Jeep Compass and Jeep Patriot concept models at the Frankfurt International Motor Show (IAA)
November 5, 2005	Production launch for the 2006 Grand Cherokee SRT-8 models

December 23, 2005	2005 Grand Cherokee "WH" export model production end (Buildout)
December, 2005	First Grand Cherokee SRT-8 models begin arriving to dealers
2006	
January 9, 2006	Start of production for 2006 WH Grand Cherokee export models
January 16, 2006	Start of production for 2006 XH Commander export models
April, 2006	On-sale date for the european export models of the Jeep Commander
April 12, 2006	World premiere of production versions of the Jeep Compass and Patriot at the NY Auto Show
May 30, 2006	Start of production for the 2007 Jeep Compass
June 30, 2006	End of production for 2006 WK and XK models
July, 2006	On-sale date for the european export models of the Grand Cherokee SRT-8
July 17, 2006	Start of production for 2007 WK and XK models
October, 2006	Start of production for the 2007 Jeep Patriot
October 13, 2006	End of production for 2006 WH Grand Cherokee and WK Commander export models
2007	
July 13, 2007	End of production for 2007 WK Grand Cherokee and XK Commander models

July, 2007

Start of production for 2008 WK Grand Cherokee and XK Commander models

WJ Retail Sales 1998-2004[1998](#) [1999](#) [2000](#) [2001](#) [2002](#) [2003](#) [2004](#)**WJ Sales by month - 1998**

Month	Sales	Total sales YTD
Oct-98	19,044	19,044
Nov-98	21,415	40,459
Dec-98	22,421	Total: 62,880

WJ Sales by month - 1999

Month	Sales	Total sales YTD
Jan-99	22,496	22,496
Feb-99	22,074	44,570
Mar-99	23,700	68,270
Apr-99	21,583	89,853
May-99	23,078	112,931

Jun-99	24,029	136,960
Jul-99	29,197	166,157
Aug-99	31,698	197,855
Sep-99	27,529	225,384
Oct-99	26,989	252,373
Nov-99	23,585	275,958
Dec-99	24,073	1999 Total: 300,031

WJ Sales by month - 2000

Month	Sales	Total sales YTD
Jan-00	19,750	19,750
Feb-00	21,934	41,684
Mar-00	22,758	64,442
Apr-00	22,066	86,508
May-00	24,926	111,434
Jun-00	20,966	132,400
Jul-00	24,610	157,010
Aug-00	27,444	184,454

Sep-00	27,219	211,673
Oct-00	19,526	231,199
Nov-00	19,944	251,143
Dec-00	20,580	2000 Total: 271,723

WJ Sales by month - 2001

Month	Sales	Total sales YTD
Jan-01	16,239	16,239
Feb-01	19,181	35,420
Mar-01	23,025	58,445
Apr-01	16,670	75,215
May-01	15,503	90,718
Jun-01	16,813	107,531
Jul-01	18,627	123,465
Aug-01	16,381	142,539
Sep-01	16,002	158,541
Oct-01	23,989	182,530
Nov-01	19,986	202,516

Dec-01	21,096	2001 Total: 223,612
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WJ Sales by month - 2002

Month	Sales	Total sales YTD
Jan-02	13,540	13,540
Feb-02	17,592	31,132
Mar-02	20,175	51,307
Apr-02	19,142	70,449
May-02	16,700	87,149
Jun-02	16,149	103,298
Jul-02	20,167	123,465
Aug-02	23,298	146,763
Sep-02	14,412	161,175
Oct-02	17,626	178,801
Nov-02	21,308	200,109
Dec-02	24,124	2002 Total: 224,233

WJ Sales by month - 2003

Month	Sales	Total sales YTD
Jan-03	10,516	10,516
Feb-03	14,040	24,556
Mar-03	17,965	42,521
Apr-03	16,189	58,710
May-03	15,919	74,629
Jun-03	15,099	89,728
Jul-03	18,562	108,290
Aug-03	20,050	128,340
Sep-03	16,410	144,750
Oct-03	18,968	163,718
Nov-03	20,587	184,305
Dec-03	23,174	Total: 207,479

WJ Sales by month - 2004

Month	Sales	Total sales YTD
Jan-04	15,184	15,184
Feb-04	16,610	31,794

Mar-04	17,105	48,899
Apr-04	15,301	64,200
May-04	18,001	82,201
Jun-04	12,917	95,118
Jul-04	13,682	108,800
Aug-04	13,563	122,363
Sep-04	12,228	134,591
Oct-04	13,968	148,559
Nov-04	13,372	161,931
Dec-04	20,382	182,313
		Total WJ's sold: 1,451,889 (Through Nov '04)

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