

JEEP UNVEILS THE NEW CHEROKEE TO EDINBURGH DRIVERS

✘ Jeep is celebrating the launch of the eagerly anticipated Cherokee by giving 4x4 enthusiasts in Edinburgh the unique chance to attend an exclusive preview.

The new Cherokee, which was unveiled to international audiences at the Geneva Motor Show earlier this year will be on display at a special experiential event at the Edinburgh Corn Exchange on Saturday 17th May between 10am and 4pm ahead of the UK launch.

An urban gallery will be set up at The Corn Exchange where guests will be able to get a sneak peak of the design features of the 4x4 whilst getting up close and personal to the vehicle.

Damien Dally, head of brand for Jeep, comments: "We're really excited about the launch of the new Cherokee and want to give Jeep fans the chance to get ahead of the game and see the vehicle for the first time.

"Our special event on Saturday 17th provides people with the opportunity to find out about the design ethos of the vehicle and sign up for a test drive before it goes on sale next month. I would urge anyone with a passion for 4x4s to sign up for a place on the day as there are limited spaces available."

To register for one of the few remaining spaces call 08433 935337. Places will be allocated on a first come first served basis.

The new Cherokee delivers superior performance, exceptional fuel economy, craftsmanship and user-friendly connectivity unique to the model. Customers can find out more by visiting <http://www.jeep.co.uk>

Submitted by [Stephanie Doherty](#)

