



Join the Lifestyle

ENTER THE WORLD OF JEEP:
KING OF THE OPEN ROAD

Are you the King, the Shadow King, Magician or Warrior?



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Jeep, the undisputed King of the off road adventure, invites you to climb into the driver's seat and experience Jeep like never before! With over 18 customizable Jeep vehicles (including futuristic concept cars!), whether you are looking to brave the world alone or seek out new paths in packs, Jeep owners all have one main objective: conquer the terrain, brave the elements and own the planet. From the jungles of Central America to the frozen Alaskan tundra, there are no places uncharted by Jeep vehicles. Always wonder what life would be like if you owned a Jeep? Do you secretly seek Jeep Thrills? Then enter the world of Jeep. And everyone else just gets left behind. Step into the J-Set world of Jeep and prepare yourself for the adventure.

Which member of the Kingdom are you? From the King to his arch nemesis the Shadow King, to the Magician to the Warrior, once you step inside your new Jeep, you are entering a whole new world and just like the magical Kingdom, your personality will come alive for adventure. Climb aboard and let's take a look and see what it takes to rule the Kingdom from any angle.

The King



Life is Good When You're Living the Life of the King

Living the life of the King is not just a silly fantasy, it's a way of life. One that Jeep embraces. The King is the source of order in the kingdom. If he is a wise and just king, the kingdom prospers, people eat well, and are safe from harm. In the kingdom of the wise king, laughter rings through the lands, the crops shoot up high, joyful celebrations keep the woods awake, merchants travel with overflowing carts to lively markets.

A good King is about being close to nature and living in a harmonized world, free from chaos. He is the channel through which the people and the gods communicate and his close love of the outdoors delivers blessings to his people and the lands (to whom he is «wed»). He is selfless, and puts the good of his people above his own needs. When the King grows weak, darkness and rain threatens the borders of the kingdom, and the sun disappears from the sky. When the king dies, he knows, he is merely replaced by another in a lineage of divinely blessed kings, which humbles him. Remember the saying «The King is dead, long live the King.»

For those not prepared to live the life of the King; the man who is constantly overwhelmed by life - who can't seem to find harmony or order - must develop the King energy, often in conjunction with Warrior energy to rule the land.

Vehicle of the King:

2014 Jeep Cherokee Limited

The Great King is a game changer, and so is his vehicle, the new 2014 Jeep Cherokee Limited. The new 2014 Jeep Cherokee delivers superior performance, exceptional fuel economy, craftsmanship and user-friendly connectivity, proving that it's so good to be King. The King has access that others only dream about; being one of the first to possess this treasure, it's the thrill of the ride and the luxury which makes this the ultimate King's chariot.



Refined and Sophisticated

The 2014 Jeep Cherokee interior is a sophisticated blend of hand-sculpted fluid shapes, high-quality materials, innovative color and material choices, and precision craftsmanship, because the King only wants to ride in the best Jeep has to offer. The King is always the first to have the latest and greatest technology, and that is apparent in the new Cherokee. The 2014 Jeep Cherokee is equipped with state-of-the-art technology and thoughtful, clever, high-tech features that are intuitive and easy-to-use.

Features for the King's Ultimate Chariot

The base Sport features power mirrors and locks, Uconnect with a 5.0-inch color touchscreen, Bluetooth hands-free and streaming audio, 3.5-inch color display in the gauge cluster, 10 air bags, and much more. Available options include Jeep Active Drive I 4x4 system with a Selec-Terrain drive mode selector. A backup camera is also available.

Move up to the \$25,490 Latitude model and you'll add body-color mirrors and door handles, tinted windows, fog lights, fold-flat front passenger seats with in-seat storage space, leather-wrapped steering wheel, 17-inch aluminum wheels, and a 115-volt power outlet. An 8.4-inch touchscreen with Uconnect infotainment is available along with a 506-watt Alpine premium audio system. For those seeking all-weather capability there's either Jeep Active Drive I or Jeep Active Drive II 4x4 systems.

The Limited model starts from \$28,990 and adds heated power seats, heated steering wheel, keyless entry and push-button start, automatic headlights, heated mirrors, a security alarm, 18-inch polished aluminum wheels, an 8-way power driver seat, an 8.4-inch touchscreen infotainment system, a 7-inch color display in the gauge cluster, dual-zone automatic climate control, auto-dimming rearview mirror, leather-wrapped shift knob, and a garage door opener.

Room to Roam the Kingdom

Whether it's a trip to the backwoods to visit the people of the land or whether you're off to your next gig – Cherokee delivers. Versatility is key; with 60 / 40 split second row seats with fore / aft functionality. Also has a recline function for added comfort. Rear passengers will enjoy an added 2.2 inches of legroom compared to Liberty.

The redesigned feature takes the Cherokee beyond the 2013 Liberty, to where it becomes legendary. The new Jeep Cherokee is fearless, taking on segment leaders such as the Ford Escape, Toyota RAV4, and Honda CR-V, and winning out to rule the road.

And because stepping into the Kingdom is like stepping into the great wide open...

For those wanting to go off-road there's the Trail hawk model starting from \$30,490, and it includes all the standard equipment from the Latitude model along with unique front and rear fascias, off-road wheel flares, red tow hooks, skid plates, off-road suspension, one-inch increased ride height, heavy-duty engine cooling and auxiliary transmission oil cooler, Jeep Active Drive Lock 4x4 system with low range and Hill-Ascent Control along with Hill-Descent Control, heated power mirrors, a 7-inch color display in the gauge cluster, and an 8.4-inch touchscreen infotainment system with Uconnect.

All 2014 Jeep Cherokees are powered by a 2.4-liter four-cylinder engine rated at 184 horsepower and 171 pound-feet of torque. A nine-speed transmission sends the power to either the front or all four wheels. The Trail hawk model is the only trim not available in front-wheel drive. For those seeking more power, the ultimate ruler, a new 3.2-liter V-6 engine rated at 271 horsepower and 239 pound-feet of torque is available.

The Shadow King: The Tyrant and Seeker of the Crown



The Tyrant is the nemesis of the King, often posing as best friend to the King for its elite perks, but always understands that the crown is within reach. The Tyrant, unlike the King, is not the harmonizing center of the kingdom, and his power is so fragile that he hates life with a passion unless he is completely in charge. He sees the King as merely an obstacle in his way, keeping him from one day owning the Kingdom himself.

Good looking and charismatic, as well as cunning and smart, a godly pretension overcomes the Shadow King, drowning himself in power. He seeks to be the ultimate ruler, but yet always maneuvers one step behind the King. The Kingdom is the ultimate playground to the Shadow King and boundaries are limitless. A step beyond the Kingdom reveals unlimited riches and lands to be taken. Everything good, true, and beautiful reminds him of his own shortcomings. He is extremely sensitive to criticism, and will be deflated by the slightest remark, responding with rage, when pushed to the edge, what he feels is fear and vulnerability. Until the day comes when the Shadow King takes over, it's still good to sit beside the King and bask in the riches.



Vehicle of the Shadow King, the Tyrant and Seeker:

2014 Jeep Compass Latitude

Not quite as luxurious as the all-new 2014 Jeep Cherokee, but just a step behind is the 2013 Jeep Compass Latitude. The 2014 Jeep Compass Latitude is a stylish and value-packed compact SUV that pushes through boundaries, offering new possibilities with up to 30 hwy mpg+.



Smart and Crafty

There is no fooling the Shadow King – as he sees where you're going and makes sure he's the first to arrive. He is a seeker for comfort and riches, and also wants to be the first to possess these luxurious features. The 2014 Jeep Compass introduces all of this and includes an upscale interior featuring contemporary new fabrics, stylish accent stitching, updated cluster overlay / graphics, new soft-touch features, satin chrome accents, unique instrument panel decorative appliqué with "Compass" badge and premium soft-touch materials on the center armrest and door armrests for added comfort.

Made to Adapt to Any Environment

The Shadow King is a master in blending into the environment, and his vehicle is an extension of that. From snow, to mud, to sand and rock, the 2014 Jeep Compass Latitude is Trail Rated to climb to new heights, which means the freedom to go anywhere and do anything off-road or on the street. Jeep® Trail Rated® vehicles pass a series of grueling tests designed to prove off-road performance on the world's most demanding terrain.

Protection from Every Angle

With access to the King's army and well-protected by the inner circle, the Shadow King is protected from every angle, and his vehicle affords him the ultimate in protection. The 2014 Jeep Compass helps protect its driver and its passengers, even in the event of side collisions with six airbags+ including new standard supplemental front seat-mounted side airbags+, engineered crush zones, door guard beams, an ultra-high strength steel crossbeam and more.

Some Might Call These Tests Cruel. We call them initiation.

The Shadow King is known for doing things that others wouldn't dare. The 2014 Jeep Compass has enough traction to climb the type of hills most people would only attempt with a rope and a spotter. The Compass offers a variety of options to suit all kinds of terrain and driving conditions. Testing includes traction on untamed, slippery roads (wet, mud, snow) and on steep grades, so they ultimate thrill seeker can feel comfortable climbing to any heights.

What You Need to Live the Life of the Shadow King:

Do a presentation in which you care more about the interiority of the members of the audience than looking good. Start seeing the impact you have on other people's wellbeing and tune into the feeling that the people around you are citizens of your very own kingdom. They are in your care.

The Magician



The Magician is the wise man, the sage, the knower of secrets, often known for his magical skills and illusions. He can travel from one end of the Kingdom to another in a matter of minutes. He sees and navigates the inner worlds, and has elite access unbeknownst to the King and only imagined by the minions. He maneuvers easily in and around obstacles with confidence and ease – after-all what is an obstacle when you're the magician? Like water he flows effortlessly throughout the Kingdom.

The Magician doesn't just understand technology; he is a master of technology, engineering, mathematics, mysticism, and logic. His navigation system is beyond this world, and he doesn't just travel. He writes his own laws. In the legends, he is the King's close advisor, who stops the regent's anger with cool rationality before he acts rashly and channels to him knowledge from hidden sources. With years of experience and incredibly wise, the Magician knows the ins and outs of all the Jeep vehicles available throughout the Kingdom, and seeks out the ultimate in futuristic technology and modernity.

The Magician is the ultimate thinker, and all knowledge that requires special training is his domain. From driving throughout the Kingdom to customizing his Jeep to accelerate beyond what the people ever imagined, the Magician knows how to create the perfect custom Jeep vehicle. The Magician has the capacity to detach from events - the chaos of the world - and draw on essential truths and resources deep within him. He thinks clearly in times of crisis, and enables us to take a broader view of things. There is no destination too far or out of reach for the Magician. His discipline and skill allows him to understand the truth of the universe, and through meditation he aligns with shamans who communicate with the ancestors and beyond the stars. He knows the past, the present and the future, and looks for the perfect vehicle to transverse the ages.



Vehicle of the Magician:
2012 Jeep Patriot Limited



The wise Magician is often thought of throughout the Kingdom to be a free-spirited, quirky individual and no automotive brand has more “off-the-beaten path” pedigree to match the spirit of the Magician than Jeep. If you have traveled the Kingdom throughout the ages and are seeking an affordable, well-optioned compact SUV with classic-nostalgic Jeep styling, then the 2012 Jeep Patriot Limited is the vehicle for you. The 2012 Jeep Compass makes driving throughout the Kingdom look as smooth and easy, as effortlessly on-road as it does off-road. For those who are comfortable contributing to the Kingdom and don't mind taking a backseat to some of the newer Jeep models, the 2012 Jeep Patriot is an unbeatable value. With a starting MSRP of \$15,995, the Patriot is the best-priced SUV in America.

The Magician is an all-seer, and is sure to choose his vehicle that is affordable yet still a step above the rest. The 2012 Jeep Patriot Limited (MSRP \$23,560) sits atop the Patriot lineup, above Sport and Latitude models. Three drivetrain configurations are offered: front-wheel drive, Freedom Drive I™ four-wheel drive and Freedom Drive II® four-wheel drive. Freedom Drive I is a full-time, active 4WD system featuring a lockable center coupling for maximum traction in snow, sand and other wet conditions. Freedom Drive I is ideal for those who drive mostly on-road but want the added handling benefits and all-weather confidence of four-wheel drive.

The Magician is a masterful tinkerer and adds the features to the 2012 Jeep Patriot that allow him to master his terrain. Optional features of the 2012 Jeep Patriot Limited include the off-road group option to not only add all-terrain tires, tow hooks, skid plates and an engine oil cooler, Hill Descent Control with Grade Sensing, Hill Start Assist and numerous other useful features, it also comes with Jeep Freedom Drive II and the prestigious Jeep Trail Rated® badge, which signifies superior trail-worthy capability. Featuring a low-range transfer case, Freedom Drive II uses a variable transaxle to deliver a 19:1 crawl ratio for unmatched control when negotiating precarious obstacles encountered on the trail. Always underestimated, the Magician drives with an elevated confidence throughout the Kingdom, and understands that incredible power lies in small packages. Properly equipped, a Patriot Limited 4X4 can tow up to 2,000 pounds, an amazing feat for such a compact vehicle.

Powering these three drivetrain options on Limited models is a 2.4-liter inline four-cylinder engine generating 172 hp and 165 lb/ft of torque. The engine's Dual Variable Valve Timing (VVT) system optimizes power and fuel efficiency. New for 2012 is the Second-Generation Continuously Variable Transmission (CVT2) with AutoStick that comes standard on every Patriot Limited. This advanced transmission delivers a seamless driving experience and returns up to 28 mpg highway. The AutoStick feature gives drivers the choice of fully automatic operation or interactive manual driver control of six simulated “stepped-gear” ratios. For those who prefer, the Patriot Limited is also available with a traditional five-speed manual.

The Magician is all about the latest gadgetry, and his vehicle must deliver. The combination of a technologically advanced dual VVT engine and CVT is not typically found on compact SUVs in such an affordable price range, making the Patriot Limited an even greater value. And like its big brother, the Jeep Grand Cherokee, the Patriot Limited features uni-body architecture, giving the Patriot Limited car-like qualities on-road without sacrificing any off-road athleticism.

The 2012 Jeep Patriot Limited is outfitted with a long list of standard features to make every outing more enjoyable and comfortable, whether your travels take you throughout the Kingdom or far from civilization. Features that are either expensive options or not even available on competitive compact SUVs are found standard on the Patriot Limited.

Luxury is still not lost on the Magician. These include leather upholstery with a leather wrapped steering wheel and shifter, a six-way power driver's seat, automatic temperature control, Electronic Vehicle Information Center (EVIC), a six-disc CD stereo system, Uconnect™ Multimedia SiriusXM Satellite Radio and MP3 capability. For even more luxury, available options include remote ignition, Uconnect™ Voice iCommand with Bluetooth and a premium Boston Acoustics nine-speaker audio system with speakers that fold out of the liftgate – perfect for big tailgate parties.

Just as the Magician rises to a level beyond, in terms of connectedness with the universe and intuition, he expects nothing less in his vehicle. Just like every Jeep, the instrument panel and dash controls in the Patriot Limited are designed to be intuitive and easy to use. Plastic floor, door and cargo area panels are designed to clean up easily in the event mud, snow and other grime find their way inside. There is ample seating for up to five passengers, and the Patriot Limited features 60/40-split fold-flat rear seating for up to 53.5 cubic feet of space.

Unique touches – like the courtesy light in the cargo area that pops out and doubles as a rechargeable LED flashlight – give the Patriot Limited its own Jeep personality. In typical Jeep fashion, when properly equipped, the Patriot Limited has a ground clearance of 9.1 inches.

Another area where the 2012 Patriot Limited far exceeds all competitors is occupant safety. It features more than 30 safety and security features, including Electronic Stability Control and roll mitigation, Anti-Lock Braking System (ABS) and side-curtain airbags that cover all rows. This host of safety features, Jeep. With its combined body structure that better protects vehicle occupants, the 2012 Jeep Patriot Limited has the latest state-of-the-art safety feature, earning acclaim throughout the Kingdom-- the 2012 Jeep Patriot earned the prestigious "Top Safety Pick" award from the Insurance Institute for Highway Safety.

Make no mistake, the Magician may be underestimated but he is certainly all-powerful and is well-prepared to put up a fight to protect the citizens of the Kingdom; the 2012 Patriot Limited was engineered to get down and dirty. Offering best-in-class off-road capability and safety and a long list of standard luxury features, there is no greater compact SUV value than the 2012 Jeep Patriot.

The (Road) Warrior



The warrior has an unending energy that emanates from everything he does; the source of which comes from his commitment to the open road. The warrior is fiercely loyal to the King's code – honor, to the king and to defend the kingdom at all costs. The warrior is not concerned about his own comfort and security in pursuit of his goal, and he wants a vehicle which will assist him to master his domain and make a statement as he enters the battlefield. The Warrior's purpose is often to destroy, but the mature warrior destroys only that which is negative and harmful to the world. He is a master tactician, knowing at all times his limitations, and finds creative ways to maneuver around them.

The warrior is not a thinker, he is a doer. He needs a vehicle that will never hold him back from maneuvering swiftly and with force. He trains himself not to think, and becomes a master of his mind, attitudes, and body. His mission is clear: navigate through and protect the Kingdom.

Official Vehicle of the Warrior: 2013 Jeep Wrangler Rubicon

Built to be tougher and bolder than the boulders it beats, this radical incarnation of Jeep® Wrangler Rubicon takes command of all trails with authentic confidence. Just like the Warrior, after a decade of winning accolades, awards, and respect, the Jeep Wrangler Rubicon 10th Anniversary Edition arrives with unique features designed to thrill hard-core fans. Climb in and head out in 4LO with the confidence of a true road warrior.



A True Warrior Never Gives In. He is Souped-up and Forged for the Long, Rocky Haul

The Jeep Wrangler Unlimited Rubicon 4x4 has a six-speed manual transmission with overdrive and a powerful 3.6 liter V-6 Pentastar engine that churns out 285 horsepower at 6,400 rpm. In terms of speed and maneuverability it rises above the rest. The four-wheel drivetrain is also available in a five-speed automatic transmission. Jeep has fine-tuned the Rubicon's engine, frame, undercarriage, body and luxurious interior to knock out all competitive vehicles with ease. Like the Warrior, its well-designed, chiseled buggy style interior also slays in comparison to other of the more traditional jeep, trucks and a high-end SUVs that even Jeep has to offer.

The Warrior doesn't just travel throughout the Kingdom alone, but also needs to room for his Warrior posse. The four-door Wrangler Unlimited Rubicon seats five like a standard Wrangler, but a long wheelbase offers extra size and roominess. With a plethora of weapons and materials, the Warrior needs ample space and storage. The extension in the 2013 Jeep Wrangler Rubicon increases cargo space to 70.6 cubic feet, and Jeep adds standard trailer sway damping for the best possible hauling. Drivers can choose between a standard soft-top and an optional, removable hardtop.

Warriors are highly disciplined in the art of adaptability and are known throughout the Kingdom for their tiger like crouching ability, camouflage and masking ability. Showing its true Jeep roots, the doors can be removed and the windshield folded. Half doors are a favorite option. No other convertible on the market offers as many options so that whatever environment you roam in, you have unlimited choices. This is a vehicle that is at home off-roading, open-air driving, closed-top commuting and/or long range hauling.

Warriors don't just sit by while the Kingdom is sacrificed, whether in a time of chaos and impending war or at times of piece, the Warrior expects nothing less than the heart of the champion in their vehicle. Exciting off-road action is guaranteed by rock rails and the 32-inch mud tires with a special tread to grip, not tear, on the rocks. Electronic locking differentials help the heavy duty axles adjust in real time to off-road conditions. To provide more flexibility when climbing or descending, the Jeep comes with a switch-operated sway bar disconnect system that, when activated, allows the front end to depress up to 22 percent while traveling less than 19 mph. Jeep also paired a heavy duty transfer case with a low-gear ratio of 4:1 to reduce undercarriage damage and increase maneuverability even in extraordinary off-road conditions. The front dam is removable, too.

No matter what the competition, the Warrior and his vehicle always win. It's no wonder the Rubicon has Best-in-Class bragging rights for approach and departure angles.

Jeep offers must-have equipment to spice up the already high-tech Rubicon. This includes an advanced navigation/entertainment system and a remote start system. Front-seat mounted side air bags can be added to aide existing airbags. If 4x4 off-roading is in your future, it's worth a long look at the Rubicon.

What You Need to Live the Life of the Warrior:

Take up martial arts. Exercise. Engage in a confrontation you have postponed. Always tell the truth. Maintain perfect integrity. Work on maintaining good boundaries.

Based on the seminal work King, Warrior, Magician, Lover by Robert Moore and Douglas Gillette.

When you're ready to start your own adventure, stop by **Central Avenue Chrysler Jeep Dodge Ram** where we have the widest selection of Jeeps available in New York City. The first step is owning the ultimate Jeep ride. The second part is ruling the open road <<Kingdom>>. Live Life. Join the J-Set Lifestyle on Facebook.

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