

# EDGE Competitive Comparison

## 2015 Highlander XLE/Limited AWD vs. 2015 Jeep Grand Cherokee Limited 4WD



VS.



2014 model shown

### 2015 Highlander Limited AWD

### 2015 Jeep Grand Cherokee Limited 4WD

Grand Cherokee is a capable off-road vehicle with three available four-wheel drive systems alongside Selec-Terrain® traction control system and Quadra-Lift® air suspension, not to mention eye-catching exterior features and in-cabin refinement. Highlander, meanwhile, returns for 2015 as a capable, versatile SUV featuring a sporty exterior with standard smoked-chrome accent headlights, available LED lighting, impressive upscale technology and exceptional value.



### Competitor Highlights

- Available 3.0L EcoDiesel V6 with up to 30 highway mpg<sup>1</sup>
- Available Jeep Quadra-Lift® air suspension and Selec-Terrain®
- 7400-lb. maximum towing capacity<sup>2</sup>
- Available HID headlamps with LED signature accents
- 5-year/100,000-mile roadside assistance



### Highlander Key Advantages & Accolades



**PERFORMANCE:** While Grand Cherokee Limited features Quadra-Trac II® full-time 4WD system with Selec-Terrain®, Highlander's proactive Dynamic Torque Control AWD System starts in 2WD and provides added traction and stability only as needed. It automatically distributes power from front to rear and manages vehicle braking from side to side as necessary, resulting in well-balanced traction and reduced driveline wear for efficient everyday driving. In fact, Highlander beats Grand Cherokee Limited in city and combined EPA-mpg estimates<sup>1</sup>



**STYLING:** Highlander Limited's exterior is complemented by several stylish features not found standard on Grand Cherokee Limited, like 19-in. 5-spoke Chromtec® wheels, projector-beam halogen smoked chrome accent headlights and LED Daytime Running Lights. While Grand Cherokee has projector-beam headlamps, it only offers standard 18-in. alloy wheels and LED DRLs at an extra cost



**COMFORT:** Highlanders have greater cargo volume<sup>3</sup> with more standard seats, and features unavailable on Grand Cherokee entirely, like second-row retractable sunshades, sliding/reclining second-row seats, and three-zone automatic climate control



**TECHNOLOGY:** Highlander XLE and Limited outshine Grand Cherokee Limited in both standard and available technology features, from a larger high-resolution touch-screen display with split-screen function, to standard navigation, HD Radio™<sup>4</sup> and subscription-free integrated mobile app access, all extra-cost options on Grand Cherokee Limited. Plus, Highlander XLE and above all come standard with Driver Easy Speak, a feature not available on any Jeep



**SAFETY:** Highlander features eight standard airbags while Grand Cherokee has seven. Plus, Highlander Limited comes standard with Blind Spot Monitor (BSM) w/ Rear Cross-Traffic Alert (RCTA) (extra-cost on Grand Cherokee Limited) and backup camera with dynamic gridlines (whereas Grand Cherokee's backup camera does not feature dynamic gridlines)



**VALUE:** Highlander comes standard with ToyotaCare, including no-cost scheduled maintenance for two years or 25,000 miles, whichever comes first, and both XLE and Limited all-wheel drive models received "Excellent" value ratings from IntelliChoice.com. Grand Cherokee Limited 4WD has a "Below Average" rating<sup>5</sup> and when comparing estimated 5-year cost of ownership, costs nearly \$5600 more than Highlander XLE AWD and \$3738 more than Highlander Limited AWD<sup>5</sup>. Plus, as noted below, Highlander's numerous third-party accolades help its case as a value leader in its segment



2014 Best Overall Value in its Class – Full-size Utility<sup>6</sup>



2014 SmartChoice Retained Value – Hybrid and V6 models<sup>7</sup>



2015 NHTSA 5-Star Overall Safety Rating<sup>8</sup>



2015 IIHS Top Safety Pick+<sup>9</sup>



2014 Top Rated Vehicle – Edmunds.com

# 2015 Highlander XLE/Limited AWD vs. 2015 Jeep Grand Cherokee Limited 4WD



## Quick Facts

	2015 Highlander XLE AWD	2015 Highlander Limited AWD	2015 Jeep Grand Cherokee Limited 4WD
MSRP	\$37,950 <sup>10</sup>	\$41,550 <sup>10</sup>	\$38,795 <sup>11</sup>
Engine	3.5L 24-valve DOHC V6 w/ VVT-i		3.6L 24-Valve DOHC V6 w/ VVT
HP / Torque	270 / 248 lb.-ft.		290 / 260 lb.-ft.
Transmission	6 AT		8 AT
MPG <sup>1</sup> (city/hwy/combined)	18/24/20		17/24/19
Passenger Capability	8	7	5
Cargo volume (cu. ft.) <sup>3</sup> (behind 3rd-row/2nd-row/1st-row)	13.8/42.3/83.2		NA/36.3/68.3
Airbags	8		7
Standard audio	AM/FM/CD 6-speaker ( <b>12 JBL® speakers</b> on Limited) system with <b>8-in. touch-screen</b> , MP3/WMA playback, USB port <sup>12</sup> , auxiliary jack, <b>HD Radio™</b> <sup>4</sup> , SiriusXM All Access Radio <sup>13</sup> w/ 3-month trial, <b>HD predictive traffic and Doppler weather overlay</b> , <b>AM/FM cache radio</b> , <b>Gracenote® album cover art</b> , navigation and <b>Entune® App Suite</b>		Uconnect® 5.0 AM/FM 6-speaker system with 5-in. touch-screen display, remote USB port, <b>dual remote USB ports (charge only)</b> , auxiliary jack, <b>remote SD card slot and SiriusXM Radio 1-year subscription</b>
Bluetooth® wireless technology <sup>14</sup>	Standard		Standard



## Head to Head

2015 Highlander XLE/Limited AWD	WIN	2015 Jeep Grand Cherokee Limited 4WD
<b>PERFORMANCE / DESIGN</b>		
270 hp / 248 lb.-ft. of torque	➔	290 hp / 260 lb.-ft. of torque
Curb weight: 4464/4508 lb.	➔	Curb weight: 4875 lb.
Dynamic Torque Control AWD System with Lock Mode	=	Quadra-TRAC II® full-time 4WD system with <b>Selec-Terrain® for sport, snow, sand/mud or rock</b>
MacPherson strut front, double-wishbone rear suspension	=	Short- and long-arm independent (SLA) front, multi-link rear suspension
Turning circle: 38.7 ft.	➔	Turning circle: 37.1 ft.
18-in. split 5-spoke machined-face alloy wheels / 19-in. 5-spoke Chromtec® alloy wheels	➔	18-in. polished alloy wheels
Projector-beam halogen smoked-chrome accent headlights with auto on/off	=	Automatic projector-beam halogen quad headlights
Daytime Running Lights (XLE) / LED Daytime Running Lights (DRL) with on/off (Limited)	➔	Low Beam Daytime Running Lights; Available LED Daytime Running Lights (Part of Luxury Group II package – \$4200)
Integrated fog lights	=	Premium fog lights

# 2015 Highlander XLE/Limited AWD vs. 2015 Jeep Grand Cherokee Limited 4WD



## Head to Head

2015 Highlander XLE/Limited AWD	WIN	2015 Jeep Grand Cherokee Limited 4WD
<b>AUDIO / MULTIMEDIA</b>		
6 speakers (XLE) / 12 JBL® GreenEdge™ speakers (Limited)	=	6 speakers
8-in. high-resolution touch-screen with split screen display	←	5-in. touch-screen display; available 8.4-in. touch-screen display (\$695)
HD Radio™ <sup>4</sup>	←	Available HD Radio™ <sup>4</sup> (\$1145)
HD Predictive traffic and doppler weather overlay (subscription free)	←	Available SiriusXM Traffic™ & Travel Link™ w/ 5-year subscription (\$1145)
SiriusXM Radio <sup>13</sup> 3-month trial	→	SiriusXM Satellite Radio w/ 1-year radio subscription
Standard navigation	←	Available navigation (\$1145)
Standard integrated apps - Entune® App Suite (subscription free)	←	Available Uconnect® Access (subscription required) (\$695)
AM/FM cache radio	←	Not available
SD Card Slot not available	→	Remote SD Card Slot
Standard USB port <sup>12</sup> with iPod® <sup>15</sup> connectivity and control	=	Standard remote USB port
Not available	→	Dual charge only USB ports
Available rear-seat Blu-ray DVD entertainment system with 9-in. display, RCA jacks, remote and two wireless headphones (\$1810)	=	Available rear Blu-ray entertainment center with 9-in. seatback-mounted screens, HDMI and RCA jacks, remote and wireless headphones (\$1995)
<b>SAFETY</b>		
8 total airbags	←	7 total airbags
Driver knee airbag	=	Driver knee airbag
Front passenger seat cushion airbag	←	Not available
Integrated backup camera with projected path (Limited adds dynamic gridlines)	=	ParkView™ rear backup camera with static gridlines
Blind Spot Monitor (BSM) w/ Rear Cross-Traffic Alert (RCTA) standard on Limited only	=	Available Blind Spot and Rear Cross Path Detection (Advanced Technology Group, \$1995)
Driver Easy Speak	←	Not available
Rear parking assist sonar standard on Limited only	=	ParkSense® rear park assist system
Available Pre-Collision System (PCS) with Dynamic Radar Cruise Control (DRCC), Lane Departure Alert (LDA) with Automatic High Beam Headlights (Limited only – \$1400)	←	Available Forward Collision Warning with Crash Mitigation (Advanced Technology Group, \$1995)
Available Safety Connect® – includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification (available by subscription) (Limited only – \$1400)	=	Available Roadside Assistance and 9-1-1 Call; Available Uconnect® Access (subscription required) (\$695)

# 2015 Highlander XLE/Limited AWD vs. 2015 Jeep Grand Cherokee Limited 4WD



## Head to Head

2015 Highlander XLE/Limited AWD	WIN	2015 Jeep Grand Cherokee Limited 4WD
<b>COMFORT / CONVENIENCE</b>		
8 seats (XLE) / 7 seats (Limited)	←	5 seats
Second-row retractable window shades	←	Not available
Three-zone automatic climate control	←	Air conditioning with automatic dual-zone temperature control
Standard moonroof	←	Available power sunroof (\$1095), available dual-pane panoramic sunroof (Luxury Group II \$4200)
Power liftgate with flip-up rear hatch window with jam protection and adjustable height, memory function	←	Power liftgate (no flip-up rear hatch window)
Available Dynamic Radar Cruise Control (DRCC) <sup>21</sup> (Limited only – \$1400)	=	Available Adaptive Cruise Control with Stop (\$1995)
Leather-trimmed heated front seats with 8-way power-adjustable driver's seat including power thigh and lumbar support, 4-way adjustable front passenger seat on XLE, <b>Limited adds perforated leather-trimmed ventilated front row seats</b> with driver's seat memory function and 4-way power adjustable front passenger seat	=	Leather-trimmed heated 8-way power adjustable memory driver's seat, 8-way adjustable front passenger seat
60/40 split sliding and <b>reclining</b> fold-flat 2 <sup>nd</sup> -row seats (XLE) / <b>2<sup>nd</sup>-row captain's chairs with side table</b> (Limited)	=	<b>Heated</b> rear 60/40 split folding seat
SofTex <sup>®</sup> -trimmed 60/40 split fold-flat 3 <sup>rd</sup> row seat with recline function	←	No 3 <sup>rd</sup> row available
Auto-dimming rearview mirror	←	Available auto-dimming rearview mirror (\$695)
4.2-in. color LCD Multi-Information Display in meter cluster	=	Electronic Vehicle Information Center
Driver Easy Speak – microphone in overhead console	←	Not available
Smart Key System with push button start	=	Keyless Enter - N - Go™ with push button start
Cargo volume <sup>3</sup> , cu. ft. (behind 1 <sup>st</sup> /2 <sup>nd</sup> /3 <sup>rd</sup> ): 83.2/42.3/13.8	←	Cargo volume <sup>3</sup> , cu. ft. (behind 1 <sup>st</sup> /2 <sup>nd</sup> /3 <sup>rd</sup> ): 68.3/36.3/NA
Towing capacity <sup>2</sup> – max. lbs.: 5000	→	Towing capacity <sup>2</sup> – max. lbs.: 6200 (7200 when properly equipped)
Society of Automotive Engineers (SAE) J2807 <sup>2</sup> towing rating-compliant	←	Not SAE J2807 compliant
<b>WARRANTY / VALUE</b>		
2-year/25,000-mile no-cost scheduled maintenance plan	←	No-cost scheduled maintenance not included
2-year/unlimited-mile roadside assistance	→	5-year/100,000-mile roadside assistance

# 2015 Highlander XLE/Limited AWD vs. 2015 Jeep Grand Cherokee Limited 4WD



## Head to Head

2014 ESTIMATED 5-YEAR COST OF OWNERSHIP - INTELLICHOICE.COM <sup>5</sup>			
	Highlander XLE AWD	Highlander Limited AWD	Grand Cherokee Limited 4WD
Depreciation	\$18,198	\$19,241	\$18,550
Financing	\$4238	\$4640	\$4428
Insurance	\$6370	\$6535	\$6815
State Fees	\$509	\$536	\$528
Fuel	\$11,877	\$11,877	\$15,409
Maintenance	\$2068	\$2292	\$3213
Repairs	\$664	\$664	\$580
5-Year Ownership Costs	\$43,924	\$45,785	\$49,523
Value Rating	Excellent	Excellent	Below Average



## Grand Cherokee at a Glance

Laredo (E) (MSRP <sup>11</sup> : \$29,895 (\$31,495) 2WD, \$31,895 (\$33,495) 4WD)	Altitude (MSRP <sup>11</sup> : \$36,190 2WD, \$38,190 4WD)
<b>Key standard features:</b>	<b>Altitude adds these key features:</b>
<p><b>Mechanical</b></p> <ul style="list-style-type: none"> <li>• 3.6L Pentastar V6 engine</li> <li>• 8-speed paddle shift automatic</li> <li>• Available Quadra-Trac I<sup>®</sup> 4WD</li> </ul> <p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• 17-in. aluminum wheels with BSW on/off-road tires</li> <li>• Automatic halogen quad headlamps</li> <li>• Bright side roof rails (E)</li> <li>• Integrated roof rail crossbars</li> <li>• LED Tail lamps</li> <li>• Power heated exterior mirrors with manual fold-away</li> <li>• Premium fog lamps</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• 60/40 split rear folding seat</li> <li>• Dual zone temperature control with air filtration</li> <li>• Electronic Vehicle Information Center</li> <li>• Front passenger fold flat seat (Laredo, E and Altitude)</li> <li>• Leather-wrapped shift knob and steering wheel</li> <li>• Power 8-way driver seat with 4-way lumbar support (E)</li> <li>• Rearview mirror with microphone</li> <li>• Steering wheel mounted audio controls and shift levers</li> </ul> <p><b>Audio/In-Cabin Technology</b></p> <ul style="list-style-type: none"> <li>• 1-year SiriusXM Radio service (E)</li> <li>• 5-in. touch-screen display</li> <li>• 6 speakers</li> <li>• Remote SD card slot</li> <li>• Remote USB port</li> <li>• Uconnect<sup>®</sup> 5.0 AM/FM/BT</li> <li>• Uconnect<sup>®</sup> voice command with <i>Bluetooth</i><sup>®14</sup></li> </ul> <p><b>Safety &amp; Security</b></p> <ul style="list-style-type: none"> <li>• 4-wheel traction control</li> <li>• Advanced multistage front airbags</li> <li>• Anti-lock 4-wheel disc brakes</li> <li>• Driver inflatable knee-bolster airbag</li> <li>• Electronic Stability Control</li> <li>• Enhanced accident response system</li> <li>• Hill Start Assist</li> <li>• Keyless Enter-N-Go<sup>™</sup> with proximity keyless entry</li> <li>• Rain brake support</li> <li>• Sentry Key<sup>®</sup> theft deterrent system</li> <li>• Supplemental front and rear side curtain airbags</li> <li>• Supplemental front seat-mounted side airbags</li> <li>• Trailer Sway Damping</li> </ul>	<p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• 20-in. gloss black aluminum wheels with BSW all-season tires</li> <li>• Black headlamp bezels</li> <li>• Neutral gray satin gloss tail lamp</li> <li>• Polished dual exhaust tips (Altitude, Overland and Summit)</li> <li>• Power liftgate</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• 115-Volt auxiliary power outlet</li> <li>• Auto-dimming rearview mirror</li> <li>• Black suede seats with black stitching</li> <li>• Heated front seats</li> <li>• Heated steering wheel</li> <li>• Remote start system</li> <li>• Universal garage door opener</li> </ul> <p><b>Audio/In-Cabin Technology</b></p> <ul style="list-style-type: none"> <li>• 8.4-in. touch-screen (Altitude, Overland and Summit)</li> <li>• Uconnect<sup>®</sup> 8.4A AM/FM/SXM/BT (Altitude, Overland and Summit)</li> <li>• Uconnect<sup>®</sup> access with 6-month trial (Altitude, Overland and Summit)</li> </ul> <p><b>Safety &amp; Security</b></p> <ul style="list-style-type: none"> <li>• Roadside assistance 9-1-1 call (Altitude, Overland and Summit)</li> <li>• Security alarm</li> </ul>





## Grand Cherokee at a Glance

Limited (MSRP <sup>11</sup> : \$36,795 2WD, \$38,795 4WD)	Overland (MSRP <sup>11</sup> : \$43,195 2WD, \$46,195 4WD)
<p><b>Limited adds these key features:</b></p> <p><b>Mechanical</b></p> <ul style="list-style-type: none"> <li>• Available 3.0L EcoDiesel V6 engine</li> <li>• Available 5.7L HEMI® V8 engine</li> <li>• Quadra-Trac II® 4WD</li> </ul> <p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• 18-in. polished aluminum wheels with BSW AS on/off-road low roll resist tires</li> <li>• Driver's auto-dimming exterior mirror</li> <li>• Exterior mirrors with memory multi-function and turn signal indicators</li> <li>• Single exhaust with bright tip</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• 8-way power driver and front passenger seats with memory and 4-way lumbar adjust</li> <li>• Heated second-row seats</li> <li>• Leather-trimmed bucket seats</li> </ul> <p><b>Audio/In-Cabin Technology</b></p> <ul style="list-style-type: none"> <li>• Dual USB port (charge only)</li> </ul> <p><b>Safety &amp; Security</b></p> <ul style="list-style-type: none"> <li>• Hill Descent Control</li> <li>• ParkSense® rear Park Assist system</li> <li>• ParkView™ rear backup camera</li> </ul>	<p><b>Overland adds these key features:</b></p> <p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• 20-in. aluminum wheels with painted pockets</li> <li>• Auto-dimming exterior passenger mirror</li> <li>• Automatic headlamp leveling system</li> <li>• Bi-Xenon HID headlamps with automatic high beam headlamp control</li> <li>• Dual-pane panoramic sunroof</li> <li>• Exterior mirrors with courtesy lamps</li> <li>• Front chrome tow hooks</li> <li>• LED Daytime Running Lights</li> <li>• Power folding multi-function mirrors</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• Leather-trimmed seats with edge welting</li> <li>• Leather-wrapped instrument panel and armrest</li> <li>• Power tilt/telescope steering column</li> <li>• Ventilated front seats</li> <li>• Wood/leather-wrapped steering wheel</li> </ul> <p><b>Audio/In-Cabin Technology</b></p> <ul style="list-style-type: none"> <li>• 5-year SiriusXM Traffic and Travel Link service</li> <li>• 506-Watt amplifier</li> <li>• 9 amplified speakers with subwoofer</li> <li>• GPS navigation</li> </ul>
	<p><b>Summit (MSRP<sup>11</sup>: \$48,595 2WD, \$51,595 4WD)</b></p> <p><b>Summit adds these key features:</b></p> <p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• 20-in. polished aluminum wheels</li> <li>• Adaptive bi-xenon HID headlamps with washer</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• Active noise control system</li> </ul> <p><b>Audio/In-Cabin Technology</b></p> <ul style="list-style-type: none"> <li>• 19 Harman Kardon® speakers with subwoofer</li> <li>• 825-Watt amplifier</li> </ul> <p><b>Safety &amp; Security</b></p> <ul style="list-style-type: none"> <li>• Adaptive Cruise Control with stop</li> <li>• Advanced Brake Assist</li> <li>• Blind Spot and Cross Path Detection</li> <li>• Forward Collision Warning with stop</li> <li>• ParkSense® front and rear Park Assist system</li> </ul>

## 2015 Highlander XLE/Limited AWD vs. 2015 Jeep Grand Cherokee Limited 4WD

1. 2015 EPA-estimated mileage. Actual mileage will vary. 2. Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment. 3. Cargo and load capacity limited by weight and distribution. 4. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. 5. 2014 Highlander XLE/Limited AWD and 2014 Jeep Grand Cherokee Limited 4WD. IntelliChoice, [www.IntelliChoice.com](http://www.IntelliChoice.com). 6. 2014 IntelliChoice, [www.IntelliChoice.com](http://www.IntelliChoice.com); Full-Size Crossover/Wagon. Based on 2014 model year study. 7. 2014 IntelliChoice, [www.IntelliChoice.com](http://www.IntelliChoice.com); Full-Size Crossover/Wagon, Hybrid and V6 models only. Based on 2014 model year study. 8. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). 9. Insurance Institute for Highway Safety rating for 2015 Highlander, vehicle class Midsize SUV. For more details on 2015 Top Safety Pic and Top Safety Pick Plus Awards, see [www.iihs.org](http://www.iihs.org). 10. MSRP excludes the Delivery, Processing and Handling Fee of \$825 for cars, \$885 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander Hybrid, FJ Cruiser, 4Runner and Tacoma), \$925 for Large SUVs (Sequoia, Land Cruiser) and \$1100 for Large Trucks (Tundra). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, FL, GA, NC, SC, AR, LA, MS, OK and TX will be higher. Actual dealer price will vary. 11. MSRP excludes \$995 destination, taxes, title and registration fees. Pricing and offers may change at any time without notification. To get full pricing details, see your dealer. 12. May not be compatible with all WMA/MP3 players and like models. 13. SiriusXM services require a subscription after 3-month trial period. Subscriptions governed by SiriusXM™ Customer Agreement available at [SiriusXM.com](http://SiriusXM.com). If you decide to continue your SiriusXM™ service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates unless you call 1-866-635-2349 to cancel. Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 14. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. A compatible Bluetooth enabled phone must first be paired. Phone performance depends on software, coverage & carrier. 15. iPod® is a registered trademark of Apple, Inc. All rights reserved.