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Jeep® Announces Pricing for All-New 2005 Wrangler Unlimited Rubicon

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- Jeep expands Wrangler lineup
- A Jeep Wrangler Rubicon with twice as much cargo space; room for family, friends and gear
- Rubicon capability and Unlimited versatility for \$28,825

Jeep® Wrangler, the heart and soul of the Jeep brand, dominates the small sport utility segment. Jeep, the "Go Anywhere, Do Anything" brand, plans to conquer even more territory with the introduction of its all-new 2005 Jeep Wrangler Unlimited Rubicon.

Jeep announced pricing today for the all-new 2005 Jeep Wrangler Unlimited Rubicon. For \$28,825, Jeep delivers extreme, rugged off-road Rubicon capability in Wrangler's new long wheelbase Unlimited model, which is 15 inches longer than the standard Jeep Wrangler with twice as much cargo volume.

"Jeep Wrangler Unlimited Rubicon aggressively expands the Wrangler lineup, delivering customers extreme off-road capability in a package that provides improved comfort and convenience," said Jeff Bell, Vice President, Jeep Marketing. "By marrying Wrangler Rubicon's capability with Wrangler Unlimited's versatility, Jeep attracts a broad range of customers who want to tackle the toughest off-road trails, and have the ability to bring along family, friends and cargo."

The 2005 Jeep Wrangler Unlimited Rubicon's off-road system includes front and rear Dana model 44 axles with "air-actuated" Tru-Lok™ locking front and rear differentials, a Rock-Trac™ 4:1 low-range transfer case, four-wheel disc brakes and 31-inch Goodyear Wrangler "Maximum Traction/Reinforced" tires, which provide an extra one-half inch of ground clearance versus the standard Jeep Wrangler Unlimited model.

"Jeep Wrangler Unlimited Rubicon's unique factory off-road system is another chapter in the Wrangler value story," Bell said. "Jeep Wrangler Unlimited Rubicon offers extreme off-road capability at approximately half the price of modifying the vehicle with aftermarket hardware. Combine that with Jeep engineering, testing on the world's most demanding trails, Jeep's 7-year/70,000-mile Powertrain Limited Warranty and significantly more space, and it's clear the all-new 2005 Jeep Wrangler Unlimited Rubicon delivers the ultimate combination of capability, versatility and value."

More Jeep Wrangler Unlimited Rubicon Features

In addition to extended length and increased cargo volume, the all-new 2005 Jeep Wrangler Unlimited Rubicon offers improved on-road comfort due to improved shock tuning and a 103-inch wheelbase, which is 10 inches longer than the original Wrangler.

A new dash pad, hood pad and thick rear carpet padding in the cargo area contribute to a 30 percent quieter ride in Jeep Wrangler Unlimited models.

An innovative new Sunrider™ soft top, with a "sun roof" in addition to the full top-down option, is offered on the Jeep Wrangler Unlimited Rubicon. The Sunrider top includes larger deep-tinted windows, providing second-row passengers better visibility.

Inside, access to the second row is improved with tip-and-slide front seats on both driver and passenger sides. Other interior highlights include an additional power outlet on the dash and an optional security group that includes an electrochromatic rearview mirror with temperature/compass display, map lights and Sentry® Key.

Best-In-Class Towing; Durable Power

Jeep Wrangler Unlimited models boast best-in-segment towing capability of 3,500 lbs., which is 1,500 lbs. more than the standard Jeep Wrangler. The Jeep Wrangler Unlimited Rubicon is powered by the 190-horsepower 4.0-liter Power Tech™ I-6 engine, available with a four-speed automatic transmission or new, standard six-speed manual transmission.

Jeep Brand

Jeep brand sales have increased five percent year-over-year in 2004 (through August), with four new models set to launch this year. The Jeep Wrangler Unlimited is now available in Jeep dealer showrooms. The all-new 2005 Jeep Grand Cherokee and new Jeep Liberty Renegade and Jeep Liberty Diesel models launch this fall.

Jeep Wrangler sales have increased 24 percent year-to-date, while Wrangler Rubicon sales are up more than 30 percent over 2003.

Jeep Trail Rated®

Jeep Trail Rated® communicates the legendary Jeep capability that is designed into every Jeep 4x4. The Jeep Trail Rated badge indicates that the vehicle has been designed to perform in a variety of challenging conditions identified by five key consumer-oriented performance categories: traction, ground clearance, maneuverability, articulation and water fording. As the brand's lineup expands, Jeep-branded vehicles will continue to be what they have always been: the most capable.

2005 Jeep Wrangler Pricing

For reference, following are prices for 2005 Jeep Wrangler models, including the all-new 2005 Jeep Wrangler Unlimited Rubicon. All prices include \$610 for destination.

Jeep Wrangler SE \$18,510

Jeep Wrangler Unlimited \$24,355

Jeep Wrangler Rubicon \$27,825

Jeep Wrangler Unlimited Rubicon \$28,825

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