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Jeep® Introduces All-New 2005 Wrangler Unlimited Rubicon: Extreme Rubicon Capability With Unlimited Room

September 30, 2004, Auburn Hills -

- Extreme out-of-the-box off-roader meets ultimate in 4x4 versatility
- 15 more inches more than doubles cargo volume behind second seat to 22.3 cubic feet
- Improved on-road comfort and quietness
- Best-in-class towing

The Jeep Wrangler legend grows again, this time delivering Rubicon capability in a package Unlimited in scope.

With the all-new 2005 Jeep Wrangler Unlimited Rubicon, Jeep celebrates the marriage of its ultimate off-road rig — the Jeep Wrangler Rubicon — to the new, roomier, versatile Wrangler — the Jeep Wrangler Unlimited.

'The Jeep Wrangler Unlimited Rubicon is the ultimate Wrangler and will attract a broad spectrum of buyers,' said Jeff Bell, Vice President, Jeep. 'Jeep Wrangler Rubicon has been a tremendous success for the extreme off-road enthusiast, as well as for consumers looking for superior capability in everything they do. Combine that with the spacious Unlimited model, and the result is the best of all things Wrangler: the all-new 2005 Jeep Wrangler Unlimited Rubicon.'

'Jeep Wrangler is the icon of the Jeep brand,' Bell continued. 'With the all-new Jeep Wrangler Unlimited Rubicon, we have expanded the rugged appeal of the standard Wrangler to bring new customers into the fold, whether to conquer extreme off-road trails with added room to bring along gear, or to have the ultimate showpiece of Jeep capability — now with more space.'

Like all Jeep Wranglers, the all-new 2005 Jeep Wrangler Unlimited Rubicon wears the Jeep Trail Rated® badge, indicating 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.

Jeep Wrangler continues to be a success in the marketplace, with sales up 24 percent in 2004 (through August). Jeep Wrangler sales have also posted several monthly records during the year.

Legendary Rubicon 4x4 capability meets Unlimited versatility

Building on the success of the Jeep Wrangler Rubicon, the all-new 2005 Jeep Wrangler Unlimited Rubicon takes extreme off-roading to the next level, while simultaneously adding 15 inches to Wrangler's overall length. The result is 22.3 cubic feet of cargo volume behind the second seat, versus 9.5 cubic feet in the standard wheelbase Jeep Wrangler. Of the 15 inches, 13 inches are added to the cargo area and two inches are added to second-row leg room — all while maintaining the Wrangler Rubicon's legendary 4x4 prowess.

The 2005 Jeep Wrangler Unlimited Rubicon model builds on the award-winning capability of Wrangler Rubicon with an off-road system that includes locking front and rear differentials, front and rear Dana model 44 axles, four-wheel disc brakes and a 4:1 low-range transfer case.

'No vehicle in the world can touch Jeep Wrangler Unlimited Rubicon's combination of capability and versatility,' said Mike Donoughe, Vice President, Body-on-Frame Product Team. 'Extreme off-roaders know it doesn't get any better than this: a vehicle that accommodates family, friends and gear, and still tackles the toughest trails.'

The all-new 2005 Jeep Wrangler Unlimited Rubicon features a Rock-Trac™ transfer case with 4:1 low range that slows vehicle speed in order to give the driver more control, while increasing the amount of available torque. In

addition, front and rear axles include 'air-actuated' Tru-Lok™ locking differentials which maximize traction.

To help grab ledges along the trail, the Jeep Wrangler Unlimited Rubicon features Goodyear Wrangler 'Maximum Traction/Reinforced' 31-inch tall tires with a beefy tread pattern that wraps around the sidewall. This state-of-the-art off-road tire includes a three-ply sidewall and advanced silica compound for excellent durability and puncture resistance. The LT245/75R16 tires add an extra one-half inch of ground clearance versus the standard Jeep Wrangler Unlimited model.

The 2005 Jeep Wrangler Unlimited Rubicon features unique heavy gauge diamond-plate sill guards, 16-inch five-spoke aluminum wheels and a 'Rubicon' graphic placed prominently on each side of the hood — a badge reserved only for Jeep's ultimate off-road rigs.

Improved comfort and quietness

While maintaining its legendary 4x4 Jeep capability, all Jeep Wrangler Unlimited models –including the Rubicon – offer enhanced on-road comfort due to improved shock tuning and a longer 103-inch wheelbase – 10 inches longer than the original Wrangler. A new dash pad, hood pad and thicker carpet padding in the cargo area improves the quietness of the vehicle.

Versatility and functionality is increased with the additional 13 inches of space behind the second row, giving Jeep Wrangler Unlimited models 22.3 cubic feet of interior cargo volume behind the second seat -- more than twice as much as the standard wheelbase Wrangler. The additional two inches in the second row provide more comfort and more leg and knee room for passengers. Access to the second row is improved with tip-and-slide front seats on driver and passenger sides — available on all Jeep Wrangler models for 2005.

Open-air fun, 4x4 capability with no compromises

Jeep Wrangler continues as the only open-air sport-utility vehicle with legendary Jeep 4x4 capability.

The all-new 2005 Jeep Wrangler Unlimited Rubicon includes the innovative new Sunrider™ soft top, which includes a 'sun roof' feature in addition to the full top-down option. This new soft top gives a second open-air option by folding the soft top back completely over the driver and front passenger to create a 45x23 inch sun roof opening – larger than any typical glass sun roof.

The Sunrider soft top includes larger deep-tinted side windows – 40.5x17.8 inches versus 31.3x21.5 inches on the standard wheelbase Wrangler -- giving second-row passengers a better view.

'Both Unlimited models attest to Jeep Wrangler's unique positioning in the marketplace as one-of-a-kind vehicles with no true competitors,' Bell said. 'No other vehicle can match the emotional connection with the outdoors and the excitement of driving with the top down, doors off and the windshield down on the trails.'

The 2005 Jeep Wrangler Unlimited Rubicon is also available with a hard top that comes standard with deep-tinted rear windows, as well as rear defroster and rear window wiper and washer.

Rugged, durable power with best-in-class towing

As with all Jeep Wrangler Unlimited models, the Unlimited Rubicon's horsepower and torque, combined with its longer wheelbase, results in best-in-segment towing capability of 3,500 lbs., which is 1,500 lbs. more than the standard Jeep Wrangler.

The all-new 2005 Jeep Wrangler Unlimited Rubicon features a standard 4.0-liter Power Tech™ I-6 engine. The 4.0-liter engine is rated at 190-horsepower (142 kW) at 4,600 rpm and 235 lb.-ft. (319 N•m) of torque at 3,200 rpm.

New to all Jeep Wrangler models for 2005 is the standard NSG 370 six-speed manual transmission. Jeep Wranglers are also available with the 42RLE four-speed automatic transmission.

Interior complements rugged exterior

The all-new 2005 Jeep Wrangler Unlimited Rubicon model features several interior improvements, yet preserves the true essence of the Jeep brand icon.

As with all 2005 Wrangler models, Jeep Wrangler Unlimited features tip-and-slide front seats on driver and passenger sides, delivering improved access to the second row. Other interior highlights include an additional power outlet on the dash and an optional interior electrochromatic rear view mirror with temperature/compass display and map lights.

Interior color options include Dark Slate Gray or Khaki.

Jeep: Freedom, Adventure, Mastery, Authenticity and Capability

Freedom, adventure, mastery, authenticity and the capability to go anywhere are the hallmarks of the Jeep brand worldwide. It is a reputation earned during more than six decades of SUV leadership.

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

Jeep Trail Rated® communicates the legendary Jeep capability that is designed into every Jeep 4x4. As the brand's lineup expands, Jeep-branded vehicles will continue to be what they have always been — the most capable.

The Jeep Wrangler Unlimited Rubicon is built at DaimlerChrysler's Toledo (Ohio) Stickney Avenue assembly plant.

Safety and security features

The all-new 2005 Jeep Wrangler Unlimited Rubicon provides extensive occupant protection with next-generation driver and front-passenger air bags as well as three-point seat belts for rear-seat passengers.

Jeep Wrangler Unlimited Rubicon also features standard Lower Anchors and Tethers for Children (LATCH) child seat anchorage system. The LATCH system works in conjunction with the standard child seat tether anchors to ease the installation of child seats. In addition, front seats are equipped with constant-force retractors and seat belt pretensioners. Pretensioners tighten the seat belt in order to keep the occupant in place while constant-force retractors balance the load on the upper body reducing injuries from excessive seat belt force.

Following are safety and security technology features standard on the all-new 2005 Jeep Wrangler Unlimited Rubicon:

- Child Seat Anchor System — Latch (Lower Anchors and Tethers for Children)
- Driver's-side constant-force retractor seat belts
- Front — Three-point seat belts with adjustable turning loops and traveling inboard buckles
- Rear — Three-point seat belts

- Energy-absorbing foam in the sport bar and trim around the windshield and back of the hard top
- Four-wheel disc brakes
- Full steel doors
- Brake-shift and park ignition interlocks
- Sentry Key® theft-deterrent system (optional)

All-new 2005 Jeep Wrangler Unlimited Rubicon Feature Highlights

4.0-liter Power Tech™ I-6 engine rated at 190-horsepower (142 kW) at 4,600 rpm and 235 lb.-ft. (319 N•m) of torque at 3,200 rpm

Dana 44 front and rear axles

Goodyear Wrangler LT245/75R16 ,Maximum Traction/Reinforcedâ€ 31-inch tall tires

Rock-Trac™ transfer case with 4:1 ,low rangeâ€

Tru-Lok™ locking front and rear differentials standard

Air conditioning standard

Seven-speaker audio system standard

Six-disc in-dash CD changer optional (late availability)

Optional new Security Group (electrochromatic rearview mirror and Sentry Key®)

Sunrider™ soft top, optional hard top with tinted glass windows

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