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## **Just in Time for Winter: Jeep® Introduces New 2014 Wrangler Polar Edition for North American Market**

- Following debut at Frankfurt Motor Show, new Wrangler Polar Edition to hit Jeep® showrooms in November
- New limited-edition Jeep Wrangler features new front grille with Black accents, body-color hardtop, aggressive 18-inch polished Gloss Black alloy wheels and Polar White interior finishes
- Standard Trac-Lok limited-slip rear differential with available electronic locker for challenging the most extreme routes and the most demanding driving conditions in any weather

October 22, 2013, Auburn Hills, Mich. - Jeep® Wrangler is legendary for its go-anywhere capability, no matter what challenges the weather or seasons may bring. To celebrate the upcoming winter season, the Jeep brand is bringing its new Wrangler Polar Edition, which made its debut at last month's Frankfurt Motor Show, to U.S. showrooms in November.

"Jeep Wrangler is known for its 4x4 capability on any road or trail and in any weather condition," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "The new Jeep Wrangler Polar Edition represents a tip of the hat to our loyal Jeep enthusiasts who are also lovers of outdoor winter activities and adventures. This new winter-themed Jeep will get them where they want to go, in a fun, new, unique – and very capable – special-edition package."

The new 2014 Jeep Wrangler Polar Edition takes inspiration from the severe climate and extreme conditions that characterize the Antarctic region. Jeep Wrangler Polar Edition was designed to express the freedom of going beyond the known limits to venture into unexplored territories: an experience that only Wrangler enthusiasts can enjoy, thanks to the reliability and safety granted by a vehicle featuring benchmark technology and unmatched off-road capability. With its hostile routes and severe climate, the Antarctic region offers the driving conditions that the iconic Jeep Wrangler was engineered to conquer.

The "Polar" badge, located on the vehicle's side next to the front fender flares, exhibits the 78° S and 106° E coordinates that correspond to the location of Vostok in Antarctica: the exact point where the absolute severest temperature in the world was recorded at -128.56° F (-89.2° C).

### **Jeep Wrangler Polar Edition**

Featuring exclusive styling cues, 18-inch Gloss Black alloy wheels, and a body-color hardtop, the new Jeep Wrangler Polar will be available in both two- and four-door Unlimited versions. Based on the Jeep Wrangler Sahara, the exterior of the new Wrangler Polar Edition boasts unique features such as the new front grille, Powerdome hood and the body-color hardtop with deep-tint sunscreen glass. A Gloss Black Jeep logo above the front grille and Gloss Black 18" alloy wheels enhance the distinctive look of the vehicle. Completing the exterior appointment of the new Jeep Wrangler Polar Edition is the unique, three-color hood decal, featuring the outline of mountains, and the black fuel-filler door from Mopar.

The interior features Black heated leather seats enhanced by Pearl White accent stitching and "Polar" logo embroidered on the upper portion of the backrests. Standard equipment also includes a black leather-wrapped steering wheel with Pearl White stitching and high-gloss Ceramic White painted bezels. Pearl White accent stitching is found also on the door armrests and center console lid. The passenger-side dashboard grab bar and dashboard vent rings are finished in high-gloss Ceramic White to create the contrasting effect of the light on Antarctic glaciers.

The exclusive cabin of the Jeep Wrangler Polar special edition also features an all-new cluster overlay with rings

painted high-gloss Ceramic White and surrounding a blue instrument background with "Polar" logo. Mopar tread-pattern slush mats complete the interior appointments of the new Wrangler Polar Edition.

In addition to an all-new Hydro Blue, the Jeep Wrangler Polar Edition model is also available in Billet Silver Metallic and Bright White exterior colors.

Engineered to take on the most challenging off-road trails and snow-covered roads, Jeep Wrangler Polar is equipped with the Dana 30 front axle and powerful Dana 44 rear axle. Legendary Wrangler capability is achieved through the standard Command-Trac NV241 part-time, two-speed transfer case with a 2.72:1 low-range gear ratio. In order to handle any off-road track in utmost safety, the new Wrangler Polar model comes standard with the Trac-Lok anti-spin rear differential with an available electronic locking differential.

The standard equipment for on-board comfort includes automatic climate control, leather-wrapped steering wheel with integrated controls, heated front seats, height-adjustable driver seat, Electronic Vehicle Information Centre (EVIC) and cruise control.

The new limited-edition model will be powered by the award-winning Pentastar 3.6-liter V-6 engine that delivers 285 hp and 260 ft.-lbs. of torque and is paired to a standard six-speed manual or an available five-speed automatic transmission. Wrangler achieves up to 21 miles per gallon while still providing strong low-end torque necessary for easy off-roading.

### **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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