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Jeep® Wrangler: The Most Capable SUV Ever Offers New ‘Black Bear’ Special Edition and Updates to Sahara Model for 2016

- New Jeep Wrangler Black Bear Edition builds on Sport S model, adding special content to the exterior and interior, including premium off-road rock rails
- Wrangler Sahara receives exterior and interior appearance updates, including new wheels, body-color bumper applique and Olive Green interior option
- Rubicon Hard Rock Edition, Freedom Edition and Willys Wheeler return for 2016

August 31, 2015, Auburn Hills, Mich. - Moving into 2016, the iconic Jeep® Wrangler – the most capable and recognized vehicle in the world – adds a new special edition to its lineup, along with updates to its Sahara model. A one-of-a-kind combination of open-air freedom, off-road capability and on-road refinement has brought Wrangler's popularity to an all-time high, and new additions for 2016 are sure to continue that trend.

New for 2016 and hailing its name from the notorious Jeep trail in Telluride, Colorado, the Wrangler Black Bear Edition adds special content to the exterior and interior of the best-selling Sport model for a distinctive on- and off-road look.

Originally introduced on the 2015 Wrangler, the Rubicon Hard Rock Edition carries forward the capability-enhancing features of the Rubicon model while including a nine-speaker Premium Alpine audio system and Low Gloss Black grille with High Gloss Black inserts.

Returning for 2016, the Jeep Wrangler Freedom Edition offers value to customers with unique exterior and interior appointments. For each Wrangler Freedom Edition sold, Jeep will support the United Service Organizations Inc. (USO) as part of the Jeep Operation Safe Return initiative.

Jeep Wrangler Willys Wheeler – the popular and sought after model that salutes the earliest civilian Jeep vehicles with additional off-road hardware for increased capability – also returns for 2016.

Wrangler has always had a unique variety of colors to choose from, and 2016 is no different. New exterior colors include Rhino Mojave Sand and Hypergreen. Additional colors for 2016 include: Billet Silver, Black, Bright White, Firecracker Red, Granite Crystal, Hydro Blue and Tank.

Jeep Wrangler Black Bear Edition

The Jeep Wrangler Black Bear Edition – available on Wrangler or Wrangler Unlimited – builds on the Sport trim level by adding special content to the interior and exterior of the vehicle. The Black Bear Edition is available in nine colors: Billet Silver, Black, Bright White, Firecracker Red, Granite Crystal, Hydro Blue, Hypergreen, Rhino and Tank.

On the exterior, Black Bear features a heritage “Wrangler” hood decal, topographical Black Bear Pass trail hood decal, off-road rock rails, Satin Black grille, Mineral Gray bumper applique, standard premium Sunrider soft top or optional body-color hard top, 17-inch five-spoke black wheels and added traction with Silent Armor tires, and black tail lamp guards and fuel fill door.

The interior of the Black Bear Edition features black cloth Sedoso seats, a leather-wrapped steering wheel with black accent stitching, Iron Gray bezels, grab handle vent rings and door handles, sport bar grab handles, all-weather slush mats, standard air conditioning, and the Connectivity Group and Power Convenience Group.

Black Bear Pass is a popular Jeep Jamboree trail in Telluride, Colorado, and is featured in Jeep brand's Badge of Honor program.

Sahara Model Updates

For 2016, the Sahara model – both Wrangler and Wrangler Unlimited – receives updates to its exterior and interior appearance. New features include a body-color bumper applique, modified 18-inch wheels with Granite Crystal painted pockets and polished surface, and modified “Sahara” logo. Additional design touches include high gloss fine silver metallic seven-slot grille throats and iconic headlamp rings, Satin Chrome steering wheel bezel, and Quick Silver grab handle, bezels and vent rings.

Also new for 2016, Sahara offers an optional interior package featuring Olive Green leather seats with Cattle Tan accent stitching throughout.

Jeep Wrangler Rubicon Hard Rock Edition

The Rubicon Hard Rock Edition, available on either Wrangler or Wrangler Unlimited models, is the most capable Wrangler in the lineup. Based on the Rubicon model, it is equipped with Wrangler's part-time four-wheel drive system that has electronic-locking front and rear Dana 44 axles that receive power through a Rock-Trac transfer case with a “4-Low” ratio of 4:1. A 4.10 axle ratio, front and rear, is standard as are Tru-Lok locking differentials. With a six-speed manual transmission, the Wrangler Rubicon Hard Rock edition has an impressive crawl ratio of 73.1:1 that makes it a breeze to negotiate any obstacle.

The Wrangler Rubicon Hard Rock Edition is offered in 10 colors: Billet Silver, Black, Bright White, Firecracker Red, Granite Crystal, Hydro Blue, Hypergreen, Rhino, Tank and Mojave Sand.

The Wrangler Rubicon Hard Rock Edition has many features that make it distinctive, as well as the most off-road capable Wrangler. BF Goodrich KM 255/75R17 tires are mounted on 17-inch Rubicon aluminum wheels painted satin black with polished faces and a red Jeep Wrangler “icon” logo on the inside pocket.

A Low Gloss Black grille with High Gloss Black inserts and Jeep badge and black front and rear steel off-road bumpers toughen up the exterior, with the front bumper featuring removable end caps and a winch-capable design. These removable end caps help the Wrangler climb obstacles without hindrance, and reduce the damage potential to the bumper system. A dual-vented Power Dome hood helps aid in engine cooling and gives Wrangler a modified appearance. Red tow hooks adorn the front and rear and off-road rock rails give added protection on the trail. A red-silhouette “Rubicon” decal, on both sides of the hood, adds the finishing exterior touches to distinguish the Jeep Wrangler Rubicon Hard Rock Edition's added capability.

The Wrangler Rubicon Hard Rock Edition comes standard with the all-new nine-speaker Premium Alpine audio system, and a Premium Sunrider soft top and is available with a black three-piece Freedom hardtop or body-color hardtop and wheel flares.

The interior has special touches as well. Black leather heated seats are standard, as are seat heaters for the front passengers. A unique gauge cluster features exclusive styling and also features a premium Electronic Vehicle Information Center (EVIC) with added read-outs such as oil pressure, transmission and coolant temperatures, digital speed and individual tire pressure, which are helpful when off-roading. The passenger grab handle features Quick Silver accents that are also found on the vent rings, steering wheel spokes and door pulls.

Final design touches include all-weather slush mats, Jeep Trail Rated Kit and unique axle locker and sway-bar disconnect switches.

Jeep Wrangler Willys Wheeler Edition

The 2016 Willys Wheeler Edition features upgraded hardware, including a Dana 44 rear axle with Trac-Lok limited-slip rear differential and 3.73 gears, BF Goodrich KM Mud Terrain LT255/75R17 tires, rock rails and a Jeep Trail Rated Kit that includes a D-Ring, tow strap and gloves in a Jeep-branded bag. This works with the Jeep Command-Trac 4x4 part-time, two-speed transfer case with a 2.72:1 low-range gear ratio to give the Jeep Wrangler Willys

Wheeler Edition its improved off-road chops.

The Wrangler Willys Wheeler Edition is available in 10 colors: Billet Silver, Black, Bright White, Firecracker Red, Granite Crystal, Hydro Blue, Hypergreen, Rhino, Tank and Mojave Sand.

Special exterior design cues include a Gloss Black grille with black Jeep badge, Gloss Black front and rear bumper appliques, historic Satin Black "4 Wheel Drive" rear tailgate decal and "Willys" hood decals and unique high-gloss black 17-inch aluminum wheels. The Willys Wheeler Edition comes standard with a Sunrider soft top and deep-tint sunscreen rear windows. A premium Sunrider soft top and black-splatter Freedom Top are available.

Willys Wheeler Editions feature the Connectivity Group with SiriusXM Radio, and Willys W-based models have the Power Convenience Group and premium tire-pressure monitoring system as standard. Jeep Wrangler's iconic half doors are an option.

Jeep Wrangler Freedom Edition

The 2016 Jeep Wrangler Freedom Edition is a tribute to U.S. military members with military-themed exterior and interior design cues. The Freedom Edition is available as a Wrangler or Wrangler Unlimited model and is offered in Firecracker Red, Bright White and Hydro Blue, plus Black, Billet Silver, Granite Crystal, Hypergreen, Rhino and Tank.

Jeep Wrangler Freedom Edition's exterior features new hard "Oscar Mike" fender badges and decals on the hood and rear quarter panels, new optional tan Premium Sunrider soft top with deep-tint rear windows, Granite Crystal-painted 17-inch aluminum alloy wheels, Granite Crystal-painted grille and front and rear bumper inserts, body-color fender flares, side steps with matching black tail lamp guards and fuel fill door, and optional off-road rock rails.

Interior treatments on the Jeep Wrangler Freedom include McKinley leather seat bolsters with Sedoso cloth fabric inserts and silver accent stitching, a new Freedom logo embroidered on the seat backs in silver stitching, silver accent stitching on the steering wheel, doors, seats and front arm rest. Finishing touches include Iron Gray accents on the front passenger grab handle, door pulls and vent rings, Satin Chrome spokes on the leather-wrapped steering wheel, and all-weather slush mats.

Other standard features include power windows and locks, remote keyless entry, a leather-wrapped steering wheel with audio controls, and Uconnect Voice Command and Connectivity Group coupled with standard SiriusXM Radio.

Powertrain

The FCA US 3.6-liter Pentastar V-6 engine – three-time winner of the prestigious Ward's 10 Best Engines award – delivers 285 horsepower and 260 lb.-ft. of torque. It is engineered to provide a broad torque band with a focus on low-end torque, an essential trait needed for extreme off-roading. Engineers also designed the oil sump to provide oil to the pump even at extreme vehicle angles, and the alternator was placed up high so Wrangler can maintain its water-fording capability.

Jeep Wrangler and Wrangler Unlimited models are available with a six-speed manual or an available five-speed automatic transmission.

Engineering

The 2016 Jeep Wrangler delivers unmatched off-road capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience. Wrangler continues to offer a body-on-frame design, front and rear five-link suspension system, live axles, electronic lockers, and is one of the few mid-size SUVs that offers a six-speed manual transmission, in addition to its five-speed automatic transmission.

The Jeep Wrangler is available with several axle gear ratios allowing customers to optimize fuel economy and vehicle capability. Wrangler is available with 3.21, 3.73 or 4.10 ratios depending on model. Also, Wrangler offers towing capability up to 3,500 pounds.

A best-in-class approach angle of 42.2 degrees, breakover angle of 25.8 degrees and departure angle of 32.3 degrees helps the Jeep Wrangler scale the toughest terrain.

The capable driveline of the Sport and Sahara models include a Dana 30 front axle and Dana 44 rear axle. The Command-Trac NV241, part-time, two-speed transfer case, features a 2.72:1 low-range gear ratio. In addition, an optional Trac-Lok limited-slip rear differential provides extra torque and grip in low-traction environments such as sand, mud or snow.

The Wrangler Rubicon model features heavy-duty Dana 44 front and rear axles and the Rock-Trac NV241 two-speed transfer case with a 4.0:1 low-range gear ratio. Rubicon also includes electric front and rear locking differentials, disconnecting front sway bar and 32-inch tires, taking the Wrangler to the highest level of capability.

Design

The Wrangler's interior combines rich styling, versatility, comfort and intuitive feature use. Highlights include automatic temperature controls, heated premium leather seats, power mirrors and steering wheel controls for vehicle systems. Large rear windows are engineered for greater visibility. A USB port connects to the media center, 12-volt accessory outlets are located throughout the Wrangler and a 115-volt AC outlet is available to power select three-pronged home electronics.

The Jeep Wrangler's signature features include: classic round headlamps, seven-slot grille, trapezoid wheel flares, removable doors, exposed hinges, a fold-down windshield and innovative removable tops and half doors that allow the Wrangler to retain the brand's iconic appearance and function. Wrangler Rubicon and Sahara models share a body-color hardtop option, offering a premium appearance.

With room for five adults, Jeep Wrangler Unlimited remains the only four-door 4x4 open-air vehicle on the market.

Safety, Security, and Connectivity

The 2016 Jeep Wrangler and Wrangler Unlimited are available with an array of safety and security features. Standard electronic stability control (ESC), electronic roll mitigation, trailer-sway control, Hill-start Assist and brake traction control are among two dozen available safety and security features. Jeep safety systems are engineered to improve handling and accident avoidance while providing occupant protection, allowing Jeep Wrangler customers the ability to safely "go anywhere and do anything."

Jeep Wrangler customers can stay connected with Uconnect systems, including voice recognition, Bluetooth streaming audio, navigation and SiriusXM Radio. The Wrangler's connectivity systems have improved ergonomics by giving the driver control at their fingertips. Intuitive buttons on the front and rear of the steering wheel control a number of features allowing the driver to keep hands on the wheel and eyes on the road.

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. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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