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All-new 2020 Jeep® Gladiator Dominates Annual Northwest Automotive Press Association (NWAPA) 'Mudfest'

- 2020 Jeep® Gladiator named 2019 Northwest Outdoor Activity Vehicle of the Year
- Gladiator also takes the Truck and Extreme Capability categories
- First time in the event's 25-year history that a vehicle has won the Overall, Truck and Extreme Capability categories

May 7, 2019, Auburn Hills, Mich. - The all-new [2020 Jeep® Gladiator](#) – the most capable Jeep truck ever – dominated at the 25th annual “Mudfest” competition hosted by the Northwest Automotive Press Association (NWAPA). Jeep won three of the six vehicle categories with the all-new 2020 Jeep Gladiator taking home top honors, being voted “Northwest Outdoor Activity Vehicle of the Year” by automotive journalist members of NWAPA.

“The 2019 NWAPA Outdoor Activity Vehicle of the Year competition featured the most diverse group of vehicles we’ve seen in its 25-year history,” says NWAPA President John Vincent of U.S. News & World Report. “The all-new 2020 Jeep Gladiator earned its title of Northwest Outdoor Activity Vehicle of the Year with an exceptionally functional blend of SUV and pickup attributes that northwest consumers crave.”

In addition to taking overall top honors, the 2020 Jeep Gladiator also earned the win in the Truck and Extreme Capability categories. This is the first time in the event's 25-year history that a vehicle has captured the Overall, Truck and Extreme Capability categories at once.

More than 25 NWAPA automotive journalists spent two days testing vehicles on paved and off-road routes. Testing took place at The Ridge Motorsports Park in Shelton, Washington. Journalists tested 22 vehicles from 14 manufacturers to select winners in six categories: Subcompact Utility, Compact and Mid-size Utility, Family Utility, Premium Utility, Trucks and Extreme Capability. The overall winner, the all-new 2020 Jeep Gladiator, was selected from the category winners to be named the 2019 Northwest Outdoor Activity Vehicle of the Year.

All-new 2020 Jeep Gladiator

The all-new 2020 Jeep Gladiator, the most off-road capable Jeep truck ever, builds on a rich heritage of tough, dependable Jeep trucks with an unmatched combination of rugged utility, authentic Jeep design, open-air freedom, clever functionality and versatility.

Available with three different powertrain combinations and equipped with a versatile cargo box, Gladiator is built to handle the demands of an active lifestyle while delivering an open-air driving experience in a design that is unmistakably Jeep. Combining traditional Jeep attributes with strong truck credentials, the Jeep Gladiator is a unique vehicle capable of taking passengers and cargo anywhere. A multitude of technology features, such as Apple CarPlay and Android Auto, and safety features, such as Blind-spot Monitoring and Rear Cross Path detection, adaptive cruise control and Forward Collision Warning-Plus, further Gladiator's appeal.

All Gladiator models are Trail Rated with a badge indicating that the vehicle is designed to perform in a variety of challenging off-road conditions identified by five key consumer-oriented performance categories: traction, ground clearance, maneuverability, articulation and water fording. Gladiator Rubicon models are equipped with signature red tow hooks, Rock-Trac® 4x4 system, featuring a two-speed transfer case with a 4:1 low-range gear ratio, front and rear heavy-duty Dana 44 axles, Tru-Lok® electric front- and rear-axle lockers, segment-exclusive electronic sway bar disconnect, cab and bed rock rails and standard 33-inch Falken Wildpeak All-Terrain off-road tires.

NWAPA

NWAPA (www.nwapa.org) is a professional organization of automotive journalists and media members from throughout the Pacific Northwest and Southwest Canada. Founded in 1991, NWAPA includes 54 voting members representing more than 700 newspapers, magazines, radio stations, media groups, and the internet. Members of the organization have been testing SUVs and crossovers since the advent of the modern sport-utility vehicle in the mid-1990s. Non-voting NWAPA members include representatives from automotive manufacturers and related industry professionals.

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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