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FCA Canada: Jeep® Brand Expands Wrangler and Gladiator Lineup With Premium High Altitude Model

- New Jeep® Wrangler and Jeep Gladiator High Altitude debut for 2020 model year
- Wrangler and Gladiator models boast an unmatched combination of customized appearance, premium content and 4x4 capability
- Wrangler and Gladiator High Altitude deliver customized, sophisticated styling, a well-appointed interior, a long list of premium standard features and legendary Jeep 4x4 capability
- Wrangler and Gladiator High Altitude models will arrive in Jeep showrooms in the second quarter of 2020

February 6, 2020, Windsor, Ontario - The Jeep® brand is introducing new editions of the Wrangler and Gladiator in the form of new High Altitude models, which deliver a new level of premium content combined with legendary Jeep 4x4 capability and a new customized appearance.

“Our new Jeep Wrangler and Gladiator High Altitude are in direct response to customers who continue to ask for even more luxurious materials, premium content and technology in two of the most capable vehicles that we’ve ever offered,” said Jim Morrison, Head of Jeep Brand – FCA North America. “We’ve taken the most capable SUV and midsize pickup on the planet and delivered a pair of truly unique vehicles, inside and out, so there’s clearly no compromise between luxury and capability.”

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2020 Jeep Wrangler and Gladiator High Altitude

Packed with standard premium amenities, the new 2020 Jeep Wrangler and Gladiator High Altitude represent the top of the line in Jeep luxury and capability.

The exterior of each High Altitude edition model boasts a premium look starting with new 20-inch fully painted gloss black aluminum wheels and a full suite of exterior LED lights — daytime running lamps with LED accents, front LED fog lamps, LED reflector headlamps and LED taillamps.

Premium exterior enhancements continue with matching body colour treatments – hardtop, fender flares, exterior mirrors, door handles, tailgate handle as well as the front and rear bumpers – that distinguish the High Altitude models. Running boards with an integrated step and a matte black Trail Rated badge round out the luxurious look of each High Altitude model.

Inside the cabin, High Altitude models feature a full leather luxury interior boasting a leather-wrapped dashboard, centre console and door panels, and Nappa leather seats with quilting. For extra comfort and warmth, heated front seats, heated steering wheel and remote start system are included. Two interior colour options Black and Steel Grey (late availability), as well as a black leather-wrapped steering wheel, are offered as well.

Wrangler and Gladiator High Altitude models mark the first time either vehicle has featured 20-inch wheels. Bridgestone Dueler H/L Alenza all-season tires (275/55R20) provide the perfect balance of looks and rugged all-terrain capability.

An array of technology and other premium features are also standard on the High Altitude models: 8.4-inch touchscreen display with Alpine premium audio system, 4G LTE Wi-Fi hotspot, GPS navigation, remote proximity

keyless entry, Blind-spot Monitoring, Rear Cross Path detection and ParkSense rear park assist system.

Jeep Wrangler and Gladiator High Altitude models are available in Billet Silver, Black, Bright White, Gobi (Gladiator exclusive), Granite Crystal, Ocean Blue (Wrangler exclusive) and Snazzberry (late availability) exterior paints.

Jeep Brand

Built on more than 75 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Gladiator, Grand Cherokee, Renegade and Wrangler. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left- and right-hand drive configurations and with various gasoline and diesel powertrain options.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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