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Jeep® and Wagoneer Brands Recognized as ‘Best of’ in Canada in 2023 AutoTrader Awards

- Jeep® Wrangler and Jeep Gladiator pickup co-named as Best Vehicle for Adventure
- Wagoneer and the extended wheelbase Wagoneer L named Best Full-Size SUV
- AutoTrader Awards voted on by 20 top Canadian automotive journalists

February 16, 2023, Windsor, Ontario - Segment-leading products from both the Jeep® brand and its premium extension, Wagoneer, have been recognized in Canada and named winners in the 2023 AutoTrader Awards.

The iconic Jeep Wrangler and the Jeep Gladiator midsize pickup were co-named as Best Vehicle for Adventure, while Wagoneer and the extended wheelbase Wagoneer L were honoured as Best Full-Size SUV.

“This recognition from the experts at AutoTrader reinforces the leadership of Jeep brand vehicles, from the go-anywhere Wrangler to the all-new, premium Wagoneer,” said Bill Levasseur, vice president Canada sales & marketing - Stellantis. “With Jeep Wrangler 4xe as the best-selling plug-in hybrid vehicle in Canada, and Wagoneer adding the all-new [Hurricane](#) Twin Turbo I-6 engine - the benchmark for power and efficiency in the large SUV segment - this is a position we intend to hold.”

[Jeep Wrangler](#), the most capable and recognized vehicle in the world, delivers unmatched off-road capability and is produced with more than 80 years of 4x4 engineering experience. Just last week at the Chicago Auto Show, the [2023 Jeep Wrangler Rubicon 20th Anniversary](#) package debuted, with even better off-road prowess in terms of approach, breakover and departure angles, ground clearance and water fording.

[Jeep Gladiator](#), engineered from the ground up to be the most off-road capable Jeep truck ever, builds on a rich heritage of tough, dependable trucks with an unmatched combination of rugged utility, authentic Jeep design, open-air freedom, clever functionality and versatility.

“The Jeep Wrangler and Gladiator duo offers iconic capability, a broad array of powertrains, and the rugged go-anywhere attitude that’s cemented it as the de facto choice for adventure seekers everywhere,” said Jodi Lai, editor-in-chief, Autotrader.ca. “Capable right out of the factory, Jeep SUVs have been helping people get to their next adventure for decades, and it’s that type of dedication to its community that proves the brand is going above and beyond to set the benchmark for its segment.”

The epitome of American premium comfort and craftsmanship, [Wagoneer](#) builds on a rich legacy of craftsmanship, heritage and refinement while offering unparalleled comfort and legendary 4x4 capability. Wagoneer offers an advanced powertrain lineup with first-rate driving dynamics and composed capability. The new extended [Wagoneer L](#) model delivers best-in-class overall passenger volume and cargo volume behind the third row.

“The Wagoneer and Wagoneer L impress with their big road presence, tons of room, and extravagant interiors that help set the tone for its segment,” Lai added. “While keeping its heritage in mind, the Wagoneer has elevated the brand into new territory. When judging this segment, our jury is looking for vehicles that go above and beyond, and the Wagoneer nails it in all the criteria we consider.”

The AutoTrader Awards launched in 2019 and, according to an Ipsos Research study, are the most trusted automotive awards in Canada. Every vehicle available for Canadians to buy is eligible for an award. A jury of 20 of the country’s foremost automotive journalists vote on the best vehicles in more than 30 segments.

AutoTrader

AutoTrader is the largest and most trusted automotive marketplace in Canada. Offering the largest inventory of new and used cars, AutoTrader boasts hundreds of thousands of new and used vehicles for sale to Canadians across the country. AutoTrader receives over 25 million monthly visits to the marketplace and the AutoTrader app has been downloaded by more than 7 million Canadians. Visitors can buy or sell cars, trucks or other motorized vehicles quickly, easily and confidently. Buyers can search based on vehicle model, make, colour and geographic location to find the deal that is right for them. AutoTrader is also an online destination for automotive research and entertainment, featuring news, reviews, videos, and podcasts from award-winning automotive journalists. Follow AutoTrader on LinkedIn, Facebook, Instagram, TikTok and YouTube.

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep is the authentic SUV brand that brings capability, craftsmanship 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. The Jeep vehicle range consists of the Cherokee, Compass, Gladiator, Grand Cherokee, new three-row Grand Cherokee L, Grand Cherokee 4xe, Renegade and Wrangler and Wrangler 4xe. In Canada, Jeep Wave, a premium owner loyalty and customer care program, expands to Jeep Wrangler and Jeep Gladiator for 2023. Also available to all-new Grand Cherokee, Grand Cherokee L and Grand Cherokee 4xe owners, it is filled with benefits and exclusive perks to deliver the utmost customer care and dedicated support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom. All Jeep brand vehicles will offer an electrified variant by 2025.

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