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Canada: Jeep® Wrangler and Jeep Gladiator Again Named 'Best Vehicle for Adventure' in 2024 AutoTrader Awards

- Repeat win for Jeep® Wrangler and Jeep Gladiator thanks to “rugged capability right from the factory,” exclusively available 4xe plug-in hybrid powertrain and more
- Voted on by 20 expert automotive journalists from across the country
- The icon of the Jeep brand, the 2024 Wrangler delivers even more legendary 4x4 capability, available factory Warn winch, new iconic seven-slot grille, standard side curtain airbags and 12.3-inch Uconnect touchscreen radio
- 2024 Jeep Gladiator, the world's most off-road capable midsize truck, is enhanced and refined with new iconic seven-slot grille, available power front seats, standard side-curtain airbags and standard 12.3-inch Uconnect touchscreen radio

January 22, 2024, Windsor, Ontario - The 2024 Jeep® Wrangler, the most capable and recognized vehicle in the world, and the 2024 Jeep Gladiator, the world's most off-road capable midsize truck, have again been named as “Best Vehicle for Adventure” in the [2024 AutoTrader Awards](#).

For the second time, Jeep Wrangler and Jeep Gladiator were the top recommendation by the well-respected Canadian online publication. The 2024 AutoTrader Awards were voted on by 20 automotive journalists from across the country.

“It’s a difficult task for a vehicle to earn status as an icon, but the Jeep Wrangler and Gladiator’s repeat win as Best Vehicles for Adventure in the 2024 AutoTrader Awards makes it look easy,” said Jodi Lai, editor-in-chief, AutoTrader. “Our team of experts confidently recommends these boxy off-roaders to Canadians in search of a vehicle built to perform daily while powering years of family fun and adventure to come. Their rugged capability right from the factory has always been impressive. This platform’s availability in three body styles and with multiple driveline options, including newly available plug-in hybrid (PHEV) power in the Wrangler, makes the lineup even more well-rounded.”

For the 2024 model year, the Jeep brand is taking the [Wrangler](#) capability game to new heights with its first full-float Dana rear axle, available 100:1 crawl ratio, new factory Warn winch and increased 2,268-kg (5,000-pound) tow capability. Inside, customers get to experience more comfort and safety, with a new interior featuring available power front seats, standard 12.3-inch Uconnect 5 touchscreen radio and standard side curtain airbags in the first and second rows.

The class-exclusive Jeep Wrangler 4xe plug-in hybrid uses a 2.0-litre turbocharged gas engine, two electric motors and a high-voltage battery pack to deliver up to 35 kilometres of all-electric range and 4.8Le/100km. The electrified Wrangler builds on the Jeep brand’s goal of Zero Emission Freedom in its effort to become the greenest SUV brand in the world, building the most capable and sustainable Jeep SUVs.

The new [2024 Jeep Gladiator](#) adds greater capability, more refinement, new technology and more standard safety features to a midsize pickup that is both 100% truck and 100% Jeep. Jeep Gladiator is enhanced with a more advanced and comfortable interior with a standard 12.3-inch touchscreen and available power front seats tested for water fording, more safety and technology, including standard side-curtain airbags, and a fresh exterior with a new seven-slot grille, seven new wheel designs and a windshield-integrated trail-ready antenna.

AutoTrader Award

The expert jury of more than 20 automotive journalists from across the country vote on the best vehicles in each

segment that they feel confident recommending to their own family and friends. These winners are vehicles that go above and beyond what's expected, representing vehicles that Canadians can feel confident with. When voting on the best cars, the judges consider a dozen different criteria including value, innovation, safety, driver satisfaction, overall excellence, and more. Every new vehicle that's available for Canadians to buy is eligible for an award, but each winner offers something unique that raises the bar.

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. In Canada, Jeep Wave, a premium owner loyalty and customer care program available to Jeep Gladiator, Jeep Wrangler and Jeep Grand Cherokee customers, 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 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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