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2009 Jeep® Wrangler Continues Its Ride as the Benchmark Off-road Vehicle

August 31, 2008, Auburn Hills, Mich. - In tribute to the heritage of the Jeep® brand, the 2009 Jeep Wrangler retains the body-on-frame chassis, solid front and rear axles, removable doors, fold-down windshield and most-capable drivetrains that established it as the most capable SUV – period.

Whether choosing a Wrangler X, Sahara or Rubicon® model, 2009 Jeep Wrangler customers will experience best-in-class off-road capability in a true open-air sport-utility vehicle. Jeep Wrangler does not wander from the brand's coveted core values of freedom, adventure, mastery and authenticity.

Despite more than 65 years of legendary off-road prowess under the hood, the 2009 Jeep Wrangler doesn't sacrifice anything inside the cabin, offering safety and convenience features, interior space, versatility and comfort.

2009 Jeep Wrangler models add even more refinement with standard Hill Start Assist (HSA) that prevents rollback on a graded surface. In addition, available Trailer Sway Control (TSC) monitors vehicle movement relative to the intended path and activates the Electronic Stability Program (ESP) if the trailer begins to sway outside set parameters.

WHAT'S NEW FOR 2009

EXTERIOR
• Sunburst Orange Pearl Coat exterior color replaces Rescue Green Metallic Clear Coat
• Deep Water Blue Pearl Coat exterior color replaces Steel Blue Metallic Clear Coat

INTERIOR
• Drop-in bin added to full center console
• Storage net added to lower center stack

POWERTRAIN/CHASSIS
• ULEV II emissions replace LEV II emissions on manual transmission vehicles

SAFETY AND SECURITY
• Standard HSA prevents rollback on graded surfaces
• Available TSC monitors vehicle movement relative to the intended path and activates the ESP if the trailer begins to sway outside set parameters

DESIGN

Jeep Wrangler has a devoted following that demands adherence to traditional Jeep styling cues no matter what model year. The 2009 Jeep Wrangler does not disappoint. While staying true to its design roots, the 2009 Jeep Wrangler's appearance holds true to tradition yet is contemporary, with clean, crisp lines and improved fit and finish.

Wrangler's signature features all remain hallmarks for 2009, including classic round headlamps, a seven-slot grille, trapezoid wheel flares, exposed hinges, a fold-down windshield, sport bar, removable tops and doors, available full-framed or half doors and hard and soft tops.

Introduced in 2007, the 2009 Jeep Wrangler is 5.5 inches wider than the previous-generation Wrangler, assuming a

more square-shouldered, brawnier appearance. The sheet metal combines angular elements with rounded corners to impart a robust appearance with subtle refinement.

ENGINEERING

Capability has always been a watch word of the Jeep Wrangler, starting with the basics. While improving its legendary 4x4 Jeep capability, the 2009 Jeep Wrangler benefits from a frame that is 100 percent stiffer than its predecessor, and a body structure 50 percent stiffer. The 2009 Jeep Wrangler's wheelbase is 2 inches longer, and its track is 3.5 inches wider.

Suspension is a refined five-link coil setup with tuned shock absorbers. This setup works with Dana 30 front and next-generation heavy duty Dana 44 rear axles. The 2009 Wrangler Rubicon model uses heavy-duty front and rear Dana 44 axles.

Jeep Wrangler also offers an electronic-disconnecting front stabilizer bar, called the Active Sway Bar System, which delivers additional wheel travel for challenging terrain. It is standard on the 2009 Jeep Wrangler Rubicon.

With high ground clearance combined with short front and rear overhangs, the 2009 Jeep Wrangler is able to conquer incredibly challenging off-road obstacles, especially severe inclines. Off-road aficionados recognize the key numbers: for the Rubicon model, an approach angle of 44.3 degrees, breakover angle of 25.4 degrees and departure angle of 40.4 degrees. Underbody protection is provided by three skid plates – protecting the fuel tank, transfer case and automatic transmission oil pan.

The powerplant for all 2009 Jeep Wrangler models is a 3.8-liter V-6 engine producing 202 horsepower (151 kW) and 237 lb.-ft. (321 N•m) of torque, backed by a standard six-speed manual gearbox or an available four-speed automatic transmission.

2009 Jeep Wrangler X and Sahara models are equipped with the second-generation Command-Trac® NV241 part-time, two-speed transfer case with a 2.72:1 low-range gear ratio. An available Trac-Lok® limited-slip rear differential provides extra torque and grip during slippery, low-traction situations, such as driving over sand, gravel, snow or ice.

The 2009 Jeep Wrangler Rubicon model is equipped with an Off-Road Rock-Trac® NV241 two-speed transfer case with a 4.0:1 low-range gear ratio, as well as electric front- and rear-axle lockers, an electronic sway bar disconnect and 32-inch BF Goodrich off-road tires.

On-road ride in the 2009 Jeep Wrangler lineup is balanced, with minimal body lean when cornering and braking. Suspension geometry provides precise ride and handling characteristics, while lower suspension spring rates provide a softer, more comfortable on-road ride. ESP, which aids the driver in maintaining vehicle directional stability in severe driving maneuvers on any type of surface, is standard on the 2009 Jeep Wrangler. The ESP system features three modes – "full on," "full off" and "partial on."

Hill Start Assist also is standard on all 2009 Jeep Wrangler models to prevent rollback on graded surfaces.

A Trailer Sway Control (TSC) option is packaged with the Trailer Tow Group available on 2009 Jeep Wrangler models. This system monitors vehicle movement relative to the driver's intended path and activates the ESP if the trailer begins to sway outside set parameters.

The 2009 Jeep Wrangler's exterior is notable not only for its styling, but also for its open-air options. The innovative Sunrider® soft top, which includes a "sun roof" in addition to the full top-down option, is standard, while Jeep's Freedom Top,® a three-piece modular hard top, is available. This system features three panels – left and right front-passenger panels and a rear panel – providing more options for open-air driving.

Interior volume provides a front-seat area with 54.6 cu. ft. of space. Rear seats comfortably accommodate two adults with 48.3 cubic feet of space, and a fold-and-tumble feature allows rear seats to be conveniently stowed for additional storage capacity. Space behind the rear seat provides room for a new lockable, underfloor storage area, which secures small items out of sight in the rear cargo area.

PRODUCT HIGHLIGHTS

Elevating the ultimate Jeep
• 68 years later, Jeep continues to offer legendary capability

Benchmark Jeep characteristics
• Off-road capability
o Dana front and rear solid axles, available next-generation Command-Trac® and Rock-Trac® transfer cases and electric axle lockers
o Electronic-disconnecting sway bar – Active Sway Bar System
o Equipped with skid plates, tow hooks and available 32-inch BF Goodrich tires
• Power
o A standard 3.8-liter V-6 engine with 202 horsepower and 237 lb.-ft. of torque includes a standard six-speed manual transmission or four-speed automatic transmission
o Achieves more horsepower and torque with improved fuel economy than the previous six-cylinder engine
• Interior space and comfort
o Front-seat area provides 54.6 cubic feet of volume, for comfortable shoulder and hip room, while rear-seat volume equals 48.3 cubic feet of space
o Space behind rear seat provides more comfort, ergonomics and storage capacity
o 56.5 cu. ft. of cargo volume behind front seats – an increase of 13 cu. ft.
o 17.1 cu. ft. of cargo volume behind rear seats – an increase of 8 cu. ft.
• On-road refinement
o Torsionally stiff frame resists bending
o Wheelbase at 95.4 inches, which contributes to a smooth ride and quiet cabin
o Lower spring rates, advanced shock tuning and heavy-duty powertrain and body mounts isolate the passenger compartment from vibrations
• Open-air fun
o Only true 4x4 convertible
o Three-piece Freedom Top® system provides more options for open-air driving, while a Sunrider® soft top provides a second, easy open-air option
o Dozens of different door, top and windshield combinations
• Safety features
o Hill Start Assist (HSA)
o Available Trailer Sway Control (TSC)
o Advanced multi-stage air bags
o Anti-lock Brake System (ABS)
o Brake Assist
o LATCH (Lower Anchors and Tethers for CHildren)
o Electronic Roll Mitigation (ERM)
o Electronic Stability Program (ESP)
o Energy-absorbing steering column
o Seat belt pretensioners
o Seat-mounted side air bags
o Side-impact door beams
o Tire Pressure Monitoring (TPM)

True to Jeep heritage
• Stays true to the Jeep Wrangler recipe, but features a precise appearance with clean, crisp lines and improved fit and finish
• Features classic round headlamps, signature seven-slot grille, wide wheel flares, exposed forged hinges, fold-down windshield, sport bar, removable tops and doors and washable interior

Rugged Jeep character with new conveniences and features
• Available uconnect gps, six-disc stereo, MP3 player and SIRIUS Satellite Radio provide the latest interior conveniences

• Available power windows and door locks are designed so that doors may be easily removed

MODEL LINEUP

2009 Jeep Wrangler X
Standard Features
• HSA
• 3.8-liter V-6 engine
• Sunrider® soft top
• ESP
• Four-wheel-disc brakes
• Folding rear seat
• Fuel-tank skid plate
• Transfer case skid plate
• Command-Trac® shift-on-the-fly transfer case
• 3.21 axle ratio
• Full metal doors with roll-up windows
• Sentry Key® engine immobilizer
• Full-size spare tire
• 16-inch steel wheels
• AM/FM CD MP3 radio with six speakers
• Tilt steering wheel
• Full-size matching spare tire
• TPM
• Next-generation heavy-duty Dana 44 rear axle

Optional Equipment
• TSC
• Air conditioning
• Power windows and door locks
• Half-metal doors
• 3.73 rear axle ratio (packaged with automatic transmission)
• Freedom Top®
• Dual Top Group
• Tow hooks
• Fog lamps
• Trac-Lok® anti-spin rear differential
• Trailer Tow Group
• 17-inch aluminum wheels
• Six-disc CD player
• Seat-mounted side air bags
• SIRIUS Satellite Radio
• Tubular side steps

2009 Jeep Wrangler Sahara
Standard Features
In addition to the standard features on the Jeep Wrangler X model, standard features on the Jeep Wrangler Sahara model include:
• Power windows and locks, remote keyless entry and security alarm
• Stain Repel seat fabric
• Driver seat-height adjuster
• Full-length floor console
• Air conditioning
• Temperature and compass gauge
• Speed control

• Fog lamps
• Tow hooks
• 18-inch machined aluminum wheels
• Side steps
• SIRIUS Satellite Radio
• 368-watt, seven-speaker Infinity® sound system with subwoofer
• Leather-wrapped steering wheel
• Body-color fender flares

Optional Equipment
• 3.73 rear axle ratio
• Freedom Top®
• Trac-Lok® anti-spin rear differential
• Trailer Tow Group
• Seat-mounted side air bags
• Dual Top Group
• Six-disc CD player
• uconnect gps
• Remote start

2009 Jeep Wrangler Rubicon
Standard Features
In addition to the standard features on the Jeep Wrangler Sahara model, standard features on the Jeep Wrangler Rubicon model include:
• Electronic-disconnecting front stabilizer bar – Active Sway Bar System
• Rock-Trac® heavy-duty transfer case with 4:1 low range
• Next-generation, heavy-duty Dana 44 front axle
• Tru-Lok® electronic locking front and rear differentials
• 4.10 axle ratio
• 17-inch machined aluminum wheels
• 32-inch BF Goodrich tires
• Rock rails

Optional Equipment
• Power windows and door locks
• Half-metal doors with locks
• Freedom Top®
• Dual Top Group
• Six-disc CD player
• Trailer Tow Group
• Front seat-mounted side air bags
• uconnect gps
• Remote start
• Deep-tint sunscreen glass

SAFETY AND SECURITY FEATURES

Please refer to the Safety and Security Glossary in the Safety and Technology section for descriptions of the following features:

• Advanced Multi-stage Air Bags
• Anti-lock Brake System (ABS)
• All-speed Traction Control
• BeltAlert
• Brake Assist

• Brake/Park Interlock
• Brake Traction Control System (BTCS)
• Constant Force Retractors (CFR)
• Crumple Zones
• Electronic Roll Mitigation (ERM)
• Electronic Stability Program (ESP)
• Energy-absorbing Steering Column
• Enhanced Accident Response System (EARS)
• Height-adjustable Seat Belts
• Hill Start Assist (HSA)
• Interior Head-impact Protection
• Knee Bolsters
• LATCH (Lower Anchors and Tethers for CHildren)
• Remote Keyless Entry
• Seat Belt Pretensioners
• Seat-mounted Side Air Bags
• Security Alarm
• Sentry Key® engine immobilizer
• Side-impact Door Beams
• Supplemental Side Air Bags
• Tire Pressure Monitoring (TPM) System
• Trailer Sway Control (TSC)

COLOR AVAILABILITY

• Sunburst Orange Pearl Coat
• Deep Water Blue Pearl Coat
• Detonator Yellow Clear Coat (Wrangler X and Rubicon)
• Black Clear Coat
• Bright Silver Metallic Clear Coat
• Flame Red Clear Coat (Wrangler X and Rubicon)
• Jeep Green Metallic Clear Coat
• Red Rock Crystal Pearl Coat
• Stone White Clear Coat (Wrangler X and Rubicon)

MANUFACTURING INFORMATION

• 2009 model year production start: July 2008
• Production location: Toledo Assembly Plant in Toledo, Ohio
• 3.8-liter V-6 engine: Trenton Engine Plant in Trenton, Mich.
• Four-speed automatic transmission: Kokomo Transmission Plant in Kokomo, Ind.
• Six-speed manual transmission: Sao Bernardo do Campo Plant in Sao Paulo, Brazil

MARKET POSITION

The 2009 Jeep Wrangler remains true to its heritage as the original, “go anywhere, do anything” extreme-fun and freedom machine. It delivers a new level of open-air, purpose-built, extreme off-road capability for independent-minded adventurers.

DEMOGRAPHICS

• Gender: 70 percent male/30 percent female

• Median Age: 44 years old
• Median Annual Household Income: $79,000
• Married: 60 percent
• Children: 25 percent
• College Graduate: 45 percent

MARKET ADVANTAGES

• Benchmark off-road capability, interior space and comfort, on-road refinement, power, open-air options, safety systems, convenience features
• True to Jeep heritage with traditional functional attributes and refined yet not-afraid-to-get-dirty appearance (top off, doors off, solid axles, folding windshield and washable interior with drain plugs)
• Rugged Jeep character with a new level of convenience and features

PRODUCT CHRONOLOGY

2008 MODEL YEAR
• Sahara Appearance Group – 18-inch aluminum wheels, bright steering-wheel spokes and air-conditioning outlet rings, front and rear bumper overlays
• Detonator Yellow exterior color (Wrangler X and Rubicon models)
• Sunrider® soft top standard on Sahara and Rubicon models
• Remote start available
• Tire Pressure Monitoring (TPM) system standard
• Right-hand drive Wrangler X available for U.S. and Canada

2007 MODEL YEAR
• All-new 2007 Jeep Wrangler comes in three two-door model offerings: Wrangler X, Wrangler Sahara and Wrangler Rubicon
• 5.5-inch increase in overall width delivers brawnier appearance than predecessor
• Multiple door, top and windshield combinations; new three-piece modular hardtop and innovative Sunrider soft top
• Increased ground clearance
• Larger wheels and tires (16-, 17-, or 18-inch)
• 4.6 inches more hip room than predecessor
• 5.1 inches more shoulder room
• One-inch increase in rear-seat leg room
• Two-inch increase behind rear seat
• Available power windows and door locks, full-screen navigation system, 368-watt Alpine® stereo with MP3 capability, SIRIUS Satellite Radio
• Sahara and Rubicon models feature cloth seats with YES Essentials® seat fabric, an easy-care, soil-repellant and anti-microbial textile
• Fold-and-Tumble™ feature allows rear seats to be stowed for additional storage capacity
• New 3.8-liter V-6 engine delivers 202 horsepower and 237 lb.-ft. of torque
• Available with six-speed manual or four-speed automatic transmissions
• Increased horsepower, torque, and enhanced suspension, results in a towing capacity of 2,000 lbs.
• Optional towing package includes a rear Dana 44 axle with a 4.10 axle ratio and trailer hitch
• Available with 16-inch (standard) 17-inch (Sahara and Rubicon) or 18-inch (optional first-time offering on Wrangler) wheels and tires
• Four-wheel-disc ABS standard on all models with off-road Anti-lock Brake System (ABS) feature enabling sustained wheel lockup for improved performance on plowable surfaces, including gravel, sand and mud
• All-new 100 percent more rigid frame in bending stiffness
• Two-inch longer wheelbase than predecessor
• 3.5-inch wider track than predecessor
• Lower spring rates, advanced shock tuning, increased jounce and rebound travel
• Enhanced Dana front and rear solid axles

• Available next-generation Command-Trac® and Rock-Trac® transfer cases
• New electric axle lockers and electronic-disconnecting front sway bar
• Advanced multi-stage air bag system inflates with a force appropriate to the severity of an impact and includes the Occupant Classification System (OCS)
• Brake Assist senses a panic brake condition and applies maximum braking power
• Electronic Stability Program (ESP) aids driver in maintaining vehicle directional stability, providing oversteer and understeer control to maintain vehicle behavior on various road surfaces
• Electronic Roll Mitigation (ERM) observes and monitors the vehicle roll attitude and lateral force to estimate the potential for a rollover situation

2006 MODEL YEAR
• Paint: Solar Yellow replaces Electric Lime Green
• Paint: Midnight Blue replaces Patriot Blue
• Golden Eagle Package offering includes specific logo/script applications on fender and spare tire cover; two-tone premium seat with specific logo treatment; painted center stack bezel; Dana 44 HD rear axle; 15-inch gold aluminum wheels; and 30-inch tires
• SIRIUS Satellite Radio available on all models except SE

2005 MODEL YEAR
• New six-speed manual transmission replaces five-speed manual
• Two new exterior colors added: Impact Orange and Deep Beryl Green
• Jeep Wrangler Sahara model no longer offered
• New Premium Audio Group optional on X model
• New Security Group optional on Sport and Rubicon models
• New Brake and Traction Group optional on Sport models
• New Neutral Density fender flares for Rubicon
• Air conditioning made standard on Sport and Rubicon models
• Full-size spare tire made standard on all models
• Full-face steel wheel made standard on SE, X and Sport
• Convenience Group made standard on X model
• Seven-speaker system made standard on Sport and Rubicon models
• Six-disc, in-dash CD changer an option on all models except SE

2004 MODEL YEAR
• Wrangler Unlimited introduced (mid-year introduction)
• Right-hand-drive model available for U.S. retail market
• New 30-inch spare tire cover with Sahara logo
• Optional locking fuel cap
• CD player now standard on X, Sport, Sahara and Rubicon
• Tilt-steering standard on all models

2003 MODEL YEAR
• Wrangler Rubicon model added
• 2.4-liter Power Tech, DOHC, 16-valve I-4 engine replaces 2.5-liter engine
• 42RLE four-speed automatic transmission with skid plate is optional with 2.4-liter and 4.0-liter engines
• Optional four-wheel disc brakes
• Sideview mirror redesign
• New front and rear seats
• Interior upper head impact protection to meet 2003 federal standard
• LATCH (Lower Anchors and Tether for CHildren)
• On-board Refueling Vapor Recovery (ORVR)

2002 MODEL YEAR
• Wrangler X model added
• All-new HVAC (heating, ventilation and air conditioning) system
• Premium audio system adds front tweeters

2001 MODEL YEAR
• Four-ply soft top
• Amplified subwoofer—Optional with all radios
• New Anti-lock Brake System (ABS)
• Long-life 100,000-mile engine coolant
• New steering column tilt mechanism
• User-ready child seat anchorage system
• Plastic Add-a-trunk

2000 MODEL YEAR
• NV3550 five-speed manual transmission with synchronized reverse—4.0-liter engine
• 4.0-liter engine modifications for lower emissionS and improved durability
• Child seat tether anchorages included with rear seat
• 4.0-liter engine meets Low Emission Vehicle (LEV) requirements in CA, ME, MA, NY, VT and the Northeast Trading Region states

1999 MODEL YEAR
• Rotary air conditioning controls with bi-level mode
• Optional AM/FM stereo radio with CD player (mid-year introduction)
• 2.5-liter engine meets Transitional Low Emission Vehicle (TLEV) standards where required
• Next-generation driver and front-passenger air bags(a)
• Passenger air bag cutoff switch (May 1998 introduction)(b)

1998 MODEL YEAR
• Sentry Key® engine immobilizer theft-deterrent system available (November 1997 introduction)
• 4.0-liter Power Tech engine meets Transitional Low Emission Vehicle (TLEV) standards where required
• Dual Top Group (spring 1997 introduction)

1997 MODEL YEAR
• All-new, refined exterior body panels and hardware
• Quadra-coil suspension
• Contemporary interior appearance
• New frame with outstanding torsional and bending stiffness
• Driver and passenger air bags

1994 MODEL YEAR
• Three-speed automatic transmission available with 2.5-liter engine

1993 MODEL YEAR
• Four-wheel Anti-lock Brake System (ABS) available

1991 MODEL YEAR
• 4.0-liter Power Tech, OHV, 12-valve SMPI I-6
• “Power-tech Six” engine replaces 4.2-liter engine

1988 MODEL YEAR
• Sahara model introduced

1987 MODEL YEAR
• Initial introduction

(a) Certified to federal regulations that allow less forceful air bags. Always use seat belts. Remember, a back seat is the safest place for children.

(b) Important—Always remove key and replace cover. Rearward-facing child seats may be used in the front seat only with the passenger air bag is turned off.

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