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Coming Soon From Jeep®: New Version of the Iconic Wrangler

New 2011 Jeep Wrangler and Wrangler Unlimited Feature All-new Interior and Premium, Body-color, Removable Hard Top

August 18, 2010, Auburn Hills, Mich. - Chrysler Group LLC released images today of the new 2011 Jeep® Wrangler and Wrangler Unlimited. Jeep continues to refine the successful Wrangler formula by combining its legendary, benchmark capability with an all-new interior that delivers rich styling with significantly upgraded touch surfaces, occupant comfort and versatility, and a premium appearance courtesy of an all-new body-color hard top for the popular Sahara model.

"The iconic Jeep Wrangler keeps getting better," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "While retaining unmatched, legendary capability, the 2011 Jeep Wrangler boasts an all-new interior that delivers a host of comfort, convenience and versatility features. In addition, Sahara models now feature a stunning, all-new body-color hard top, for customers looking for a Jeep Wrangler with a more premium appearance."

New 2011 Jeep Wrangler interior highlights include a redesigned instrument panel and new storage areas with improved ergonomics and upgraded materials. A new lockable console and upgraded door armrest areas boast comfortable touch points, while a redesigned center stack is easier to reach and operate. Heated, power mirrors are now available, and drivers and passengers will enjoy enhanced visibility courtesy of larger rear windows.

All-new steering-wheel controls allow the driver to operate the radio, cruise control, hands-free phone and other vehicle functions while keeping hands on the wheel. A new USB device interface connects to storage devices (thumb drives and most MP3 players) for use with the vehicle's Media Center, which now includes streaming Bluetooth audio. Twelve-volt accessory outlets have been added and a new 110-volt outlet is available to provide power similar to AC outlets in the home.

In line with traditional Jeep design, hex-head bolts are utilized throughout the interior, and are used to mount a "Jeep, Since 1941" inlay onto the new passenger grab handle.

Jeep engineers increased acoustical treatment in the 2011 Wrangler and Wrangler Unlimited, resulting in significantly reduced interior noise.

To provide a more premium appearance, the 2011 Jeep Wrangler and Wrangler Unlimited Sahara models boast an all-new, premium, body-color hard top.

Several new Jeep Wrangler colors are available for 2011, including Detonator Yellow, Deep Cherry Red, Sahara Tan, Cosmos Blue and Bright White.

Production of the new 2011 Jeep Wrangler and Wrangler Unlimited began earlier this week at the Toledo Assembly Complex in Toledo, Ohio.

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