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2011 Jeep® Wrangler and Jeep Wrangler Unlimited: The Benchmark Off-road Vehicle

- All-new interior with improved ergonomics and upgraded materials
- All-new body-color hardtop on Sahara models
- Power-heated mirrors and heated seats
- All-new steering-wheel controls allow the driver to operate the radio, cruise control, handsfree phone and other vehicle functions while keeping hands on the wheel
- Standard electronic stability control (ESC), Hill-start Assist (HSA) and Trailer-sway Control (TSC)
- Enhanced visibility courtesy of larger rear windows
- New colors including Detonator Yellow, Deep Cherry Red, Sahara Tan, Cosmos Blue and Bright White
- Increased acoustical treatment resulting in significantly reduced interior noise
- New Limited-edition 2011 Jeep Wrangler Call of Duty: Black Ops Edition

December 16, 2010, Auburn Hills, Mich. - Jeep® continues to refine the successful Wrangler and Wrangler Unlimited formula by combining 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 hardtop 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 hardtop, for customers looking for a Jeep Wrangler with a more premium appearance."

Offered in three models – Sport, Sahara and Rubicon® – the Jeep Wrangler and Wrangler Unlimited achieve best-in-class off-road capability. With solid axles, removable doors, exposed hinges, a fold-down windshield and innovative removable and convertible tops, Jeep Wrangler and Wrangler Unlimited retain the brand's coveted core values of freedom, adventure, mastery and authenticity. With room for five adults, Jeep® Wrangler Unlimited remains the only four-door convertible on the market.

Design

The new 2011 Jeep Wrangler and Wrangler Unlimited 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 seats and heated power mirrors are now available and drivers and passengers will enjoy automatic temperature controls and enhanced visibility courtesy of larger rear windows.

All-new steering-wheel controls allow the driver to operate the radio, cruise control, handsfree 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 Bluetooth® streaming audio. Twelve-volt accessory outlets have been added and a new 115-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.

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

While staying true to its design roots, the Wrangler's appearance holds to tradition yet is contemporary, with clean, crisp lines and improved fit and finish.

Wrangler's signature features remain hallmarks for 2011, 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, dual or soft tops.

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

Engineering

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

The suspension for the Wrangler is a 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 Wrangler Rubicon model uses heavy-duty front and rear Dana 44 axles.

Jeep Wrangler Rubicon also features an electronic-disconnecting front stabilizer bar – called the active sway bar system – which delivers additional wheel travel for challenging terrain.

With high ground clearance combined with short front and rear overhangs, the Jeep Wrangler has the ability to conquer incredibly challenging off-road obstacles, especially severe inclines. Off-road enthusiasts 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, which protect the fuel tank, transfer case and automatic transmission oil pan.

The powerplant for all 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.

2011 Jeep Wrangler Sport 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 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.

The Jeep Wrangler 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. Electronic stability control (ESC), which aids the driver in maintaining vehicle directional stability in severe driving maneuvers on any type of surface, is standard on the Jeep Wrangler. The ESC system features three modes – "full on," "full off" and "partial on."

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 sunroof in addition to the full top-down option, is standard, while Jeep's Freedom Top®, a three-piece modular hardtop 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 Wrangler volume provides a front-seat area with 54.6 cubic feet 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. There is 17.15 cubic feet of cargo space behind the rear seat with a lockable, under-floor storage area, which secures small items out of sight in the rear cargo area. Wrangler Unlimited features equal front space, 49.4 cubic feet of rear seat area and 43.43 cubic feet behind the rear seat.

In tribute to the heritage of the Jeep brand, the 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.

Safety and Security

Jeep Wrangler models feature standard ESC, electronic roll mitigation (ERM), all-speed traction control, tire pressure monitoring (TPM), Brake Assist and Hill-start Assist (HSA), which prevents rollback on a graded surface. In addition, available Trailer-sway Control (TSC) monitors vehicle movement relative to the intended path, engaging ESC if the trailer begins to sway outside set parameters.

Connectivity and Infotainment Features

Customers have an array of infotainment technologies for driver safety and passenger enjoyment. The features enable drivers to safely communicate, navigate and select entertainment options using advance voice recognition controls. Passengers can stay entertained with a multitude of features, including SIRIUS Satellite Radio, Bluetooth® streaming audio, Uconnect® Navigation, Uconnect Phone and Uconnect Web.

2011 Jeep Wrangler Call of Duty: Black Ops Edition

Jeep has partnered with Activision Publishing, Inc., for Call of Duty: Black Ops, one of the world's most popular entertainment experiences. In conjunction with the partnership, the Jeep brand also announced that it will produce a limited-edition 2011 Jeep Wrangler Call of Duty: Black Ops Edition.

"The Jeep brand's partnership with Activision marries the world's most capable and iconic vehicle – the Jeep Wrangler – with one of the world's most popular entertainment experiences," said Manley. "As a result, we are able to expose the Jeep brand and its legendary capability to an entirely new group of consumers."

The 2011 Jeep Wrangler and Wrangler Unlimited Call of Duty: Black Ops Edition is based on the Jeep Wrangler Rubicon model and features dark Rubicon wheels in a high-gloss Mineral Gray. The vehicle's exterior color is black and features Call of Duty: Black Ops graphics on the roof and front quarter panels. The vehicle also features taillamp guards and a fuel-filler door from Mopar®. Inspired by Call of Duty: Black Ops, the new limited-edition Wrangler delivers legendary Jeep capability, aggressive 32-inch off-road tires, live axles with locking differentials in the front and rear, and a two-speed transfer case.

Manufacturing

The 2011 Jeep Wrangler and Jeep Wrangler Unlimited are built in the Toledo Supplier Park in Toledo, Ohio.

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