



CHIEF



RUBICON® RECON EDITION



FREEDOM EDITION

FREEDOM THAT'S
UNIQUELY YOURS

Jeep

2017 WRANGLER
LIMITED EDITIONS



WINTER



WILLYS WHEELER



RUBICON HARD ROCK



BIG BEAR



SMOKY MOUNTAIN

2017 JEEP WRANGLER
CHIEF

ALOHA, ADVENTURE

Every day is a beach day with the Wrangler Chief. With throwback styling, distinctive interior details and legendary Jeep Brand capability, you'll feel good vibes everywhere you go.



WHITE ACCENT HARDTOP

POWER DOME VENTED HOOD

VINTAGE BELTLINE DECAL

VINTAGE "4-WHEEL DRIVE"
DECAL ON TAILGATE

FINE SILVER EXTERIOR ACCENTS

BLACK TAILLAMP GUARDS

BLACK ALUMINUM
FUEL FILLER DOOR

17-INCH HIGH-GLOSS SILVER
ALUMINUM WHEELS

BFGOODRICH® OFF-ROAD TIRES

TOPOGRAPHICAL MAP FABRIC
SPORT BAR COVER

SILVER GRAB HANDLE WITH
DISTINCTIVE "CHIEF" IMPRINT

HEATED LEATHER-TRIMMED
FRONT SEATS WITH LIGHT DIESEL
GRAY STITCHING

ALPINE® PREMIUM AUDIO SYSTEM



Chief

Gobi

Rhino

Acid Yellow

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2017 JEEP WRANGLER



BEST OF BREED

Feel the power, right out of the box. With an extra level of interior refinement and a host of hardcore upgrades makes this one of the most capable production vehicles the Jeep Brand has ever produced.



POWER DOME VENTED HOOD WITH MATTE BLACK DECALS

17-INCH PAINTED GRANITE CRYSTAL ALUMINUM WHEELS

PREMIUM OFF-ROAD ROCK RAILS WITH TREAD PLATES

BFGOODRICH® OFF-ROAD TIRES

WINCH-CAPABLE STEEL BUMPERS

SLUSH MATS WITH RED LOGO

BLACK TAILLAMP GUARDS

MIDNIGHT STAR INTERIOR ACCENTS

BLACK ALUMINUM FUEL FILLER DOOR

“RUBICON” DASH PLAQUE

MILITARY-INSPIRED DANA® 44 FRONT AXLE

HEATED LEATHER-TRIMMED FRONT SEATS WITH RED ACCENT STITCHING

HEAVY-DUTY CAST DIFFERENTIAL COVERS

POWER CONVENIENCE GROUP

1/2-INCH SUSPENSION LIFT

CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND¹*

JEEP TRAIL RATED² KIT



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* A note about this document: all disclaimers and disclosures can be found on the last page.



2017 JEEP WRANGLER

SMOKY MOUNTAIN

DISAPPEAR INTO ADVENTURE

Some vehicles are perfect for taking the scenic route, while others are designed for tackling backwood trails. The Wrangler Smoky Mountain is crafted for both.



BODY-COLOR HARDTOP

POWER BULGE HOOD

SMOKY MOUNTAIN HOOD DECAL

HIGH-GLOSS BLACK EXTERIOR ACCENTS

SIDE STEPS

BLACK TAILLAMP GUARDS

BLACK ALUMINUM FUEL FILLER DOOR

18-INCH POLISHED HIGH-GLOSS BLACK ALUMINUM WHEELS

TOPOGRAPHICAL MAP FABRIC SPORT BAR COVER

MIDNIGHT STAR INTERIOR ACCENTS

HEATED LEATHER-TRIMMED FRONT SEATS WITH BLACK STITCHING

POWER CONVENIENCE GROUP



Black


Rhino

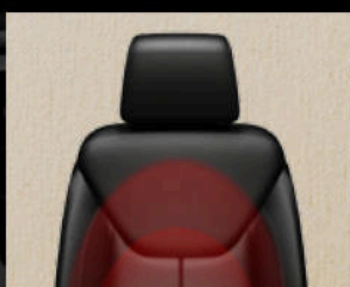
Billet Silver Metallic

Granite Crystal Metallic

Bright White

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2017 JEEP WRANGLER

BIG BEAR

MADE FOR THE MOUNTAIN

The Wrangler Big Bear is outfitted with condition-conquering capability and eye-catching style - including an exclusive topographical hood decal showing the legendary John Bull Trail in California's Big Bear Mountains.



PREMIUM SUNRIDER® SOFT TOP

TOPOGRAPHICAL HOOD DECAL

BLACK TAILLAMP GUARDS

BLACK ALUMINUM FUEL FILLER DOOR

STEEL ROCK RAILS

17-INCH MID-GLOSS
BLACK ALUMINUM WHEELS

BFGOODRICH® ALL-TERRAIN KO2™
OFF-ROAD TIRES

ALL-WEATHER SLUSH MATS

BLACK CLOTH SEATS WITH
BLACK MESH INSERTS

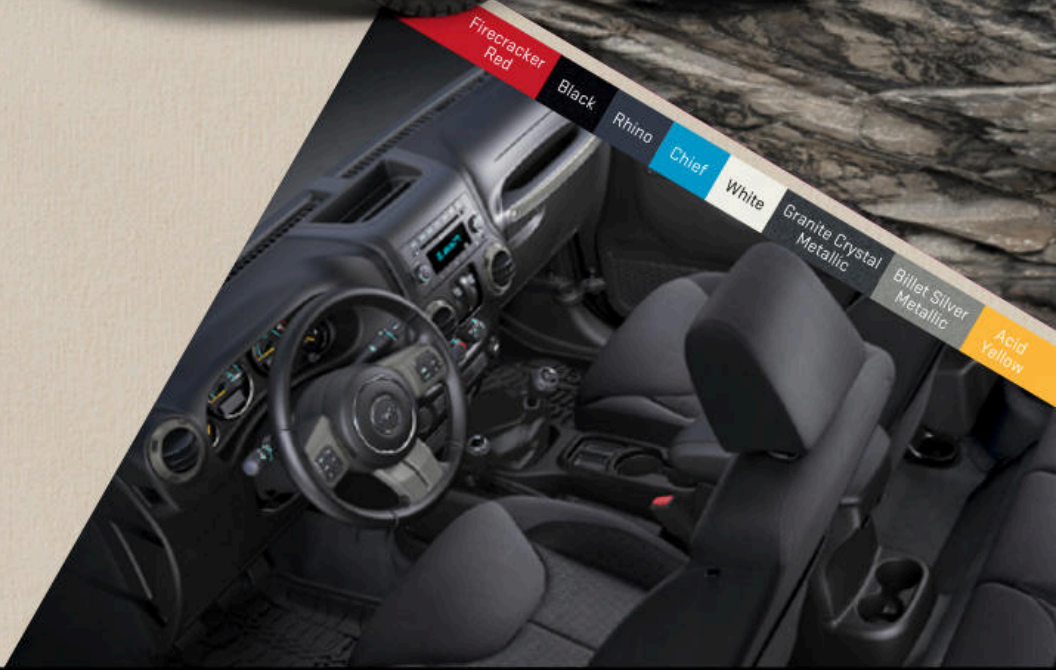
LEATHER-WRAPPED STEERING WHEEL

115-VOLT OUTLET

POWER CONVENIENCE GROUP

CONNECTIVITY GROUP, INCLUDING
UCONNECT® VOICE COMMAND¹

JEEP TRAIL RATED® KIT



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2017 JEEP WRANGLER

WINTER

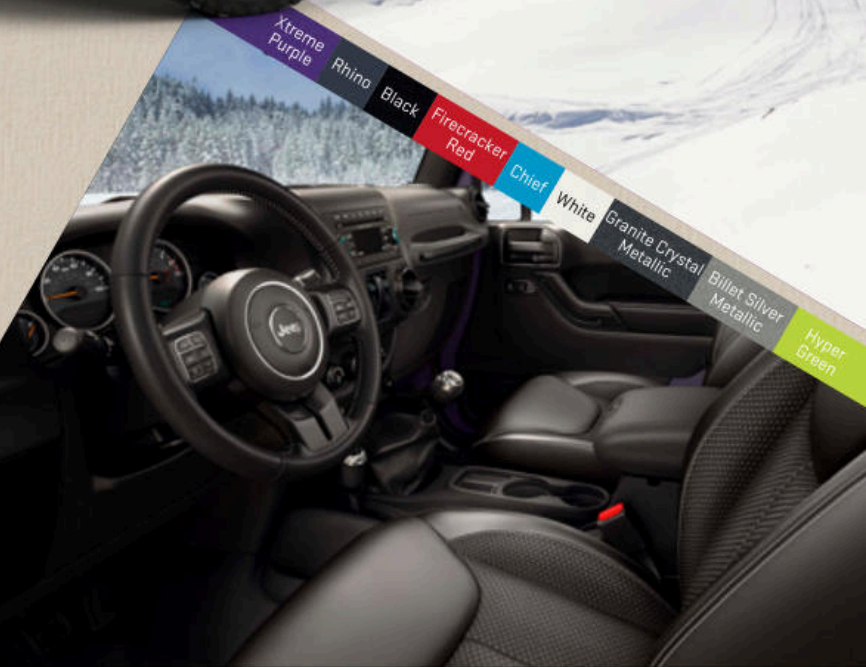
DESIGNED TO THRILL

Inspired by winter athletes who go beyond the boundaries, the Wrangler Winter has a don't-hold-back attitude and is equipped for action for those who want to take life head-on.



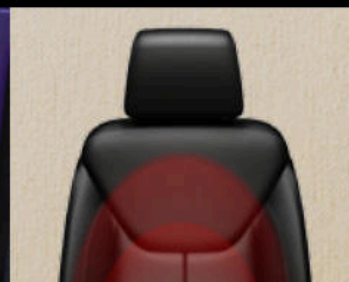
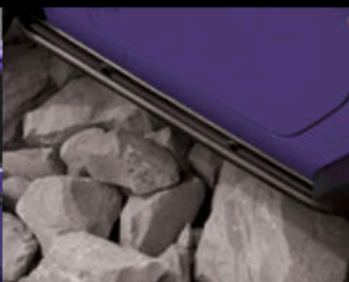
- SNOW TECH EXTERIOR GRAPHICS
- TRAC-LOK[®] LIMITED SLIP REAR DIFFERENTIAL WITH AN AVAILABLE TRU-LOK[®] ELECTRONIC REAR LOCKER
- PREMIUM OFF-ROAD ROCK RAILS
- OFF-ROAD STEEL BUMPERS
- BLACK GRILLE ACCENTS
- BLACK TAILLAMP GUARDS
- BLACK ALUMINUM FUEL FILLER DOOR
- 17-INCH MID-GLOSS BLACK ALUMINUM WHEELS

- BFGOODRICH[®] ALL-TERRAIN KO2[™] OFF-ROAD TIRES
- ALL-WEATHER SLUSH MATS
- HEATED LEATHER-TRIMMED FRONT SEATS WITH CLOTH INSERTS
- PIANO BLACK INTERIOR ACCENTS
- REMOTE START SYSTEM²
- ALPINE[®] PREMIUM AUDIO SYSTEM
- POWER CONVENIENCE GROUP
- CONNECTIVITY GROUP, INCLUDING UCONNECT[®] VOICE COMMAND¹



- Xtreme Purple
- Rhino
- Black
- Firecracker Red
- Chief
- White
- Granite Crystal Metallic
- Blizzard Silver Metallic
- Hyper Green

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2017 JEEP WRANGLER
FREEDOM
EDITION

PERMISSION TO EXPLORE

The Jeep Brand is proud to pay tribute to the patriotic commitment of our service members. A portion from every sale will be donated to the USO in support of our nation's heroes.

PREMIUM SUNRIDER® SOFT TOP

BODY-COLOR FENDER FLARES

STAR AND FLAG DECALS

"OSCAR MIKE" BADGING

MID-GLOSS GRANITE CRYSTAL EXTERIOR ACCENTS

HEAVY-DUTY CAST REAR DIFFERENTIAL COVER

BLACK TAILLAMP GUARDS

BLACK SIDE STEPS

BLACK ALUMINUM FUEL FILLER DOOR

18-INCH MID-GLOSS GRANITE CRYSTAL ALUMINUM WHEELS

BRIDGESTONE® DUELER ON/OFF-ROAD ALL-TERRAIN TIRES

LEATHER-TRIMMED FRONT SEATS WITH FABRIC INSERTS AND EMBOSSED LOGO

POWER CONVENIENCE GROUP

CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND¹

115-VOLT OUTLET



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2017 JEEP WRANGLER

WILLYS

WHEELER

INSPIRED TO LEAD

Inspired by the original Willys CJ, and considered the father of recreational vehicles, the Willys Wheeler combines key off-roading components, open-air driving and classic styling.



WILLYS BADGING AND
"4-WHEEL DRIVE" DECAL

TRAC-LOK[®] LIMITED SLIP
REAR DIFFERENTIAL

HIGH-GLOSS BLACK
EXTERIOR ACCENTS

OFF-ROAD ROCK RAILS

17-INCH HIGH-GLOSS
BLACK ALUMINUM WHEELS

BFGOODRICH[®] MUD TERRAIN
OFF-ROAD TIRES

BLACK CLOTH SEATS

AVAILABLE HALF-METAL DOORS

DEEP-TINT WINDOWS

SPORT BAR GRAB HANDLES

ALL-WEATHER SLUSH MATS

CONNECTIVITY GROUP, INCLUDING
UCONNECT[®] VOICE COMMAND¹

JEEP. TRAIL RATED[®] KIT



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2017 JEEP WRANGLER RUBICON™

HARD ROCK

CONQUER TRAILS IN STYLE

Wrangler Rubicon® Hard Rock is a dual-purpose dynamo. It's fully capable of tackling the gnarliest of trails, but still well-equipped with sophisticated interior creature comforts.



PREMIUM SUNRIDER® SOFT TOP

POWER DOME VENTED HOOD

ROCK-TRAC® 4x4 SYSTEM

TRU-LOK® FRONT/REAR LOCKING DIFFERENTIALS

ELECTRONIC FRONT SWAY BAR DISCONNECT

PREMIUM OFF-ROAD ROCK RAILS

WINCH-CAPABLE FRONT AND TIRE CARRIER-READY BACK STEEL BUMPERS

RED FRONT AND REAR TOW HOOKS

17-INCH POLISHED SEMI-GLOSS BLACK ALUMINUM WHEELS

BFGOODRICH® MUD TERRAIN TIRES

BLACK ALUMINUM FUEL FILLER DOOR

HEATED LEATHER-TRIMMED FRONT SEATS WITH SILVER ACCENT STITCHING

ALL-WEATHER SLUSH MATS

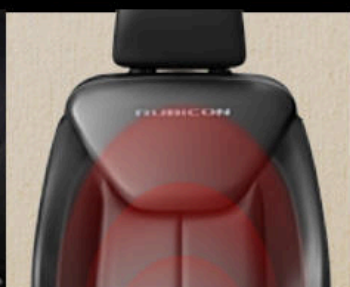
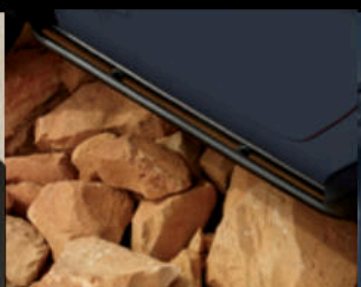
LEATHER-WRAPPED STEERING WHEEL

CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND¹

ALPINE® PREMIUM AUDIO SYSTEM



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(1) Requires a mobile phone equipped with the Bluetooth Hands-Free Profile. Visit UconnectPhone.com for system and device compatibility. (2) Remote Vehicle Start not available on all vehicles. You are responsible for using remote features in accordance with any laws, rules, or ordinances in effect in your vehicle's location.

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