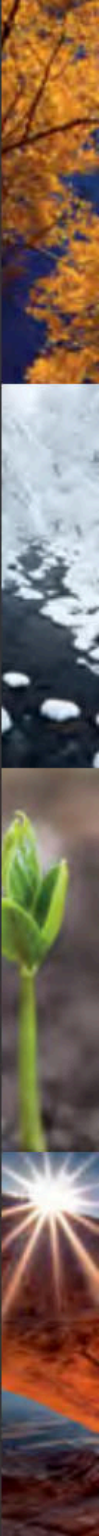


2 0 1 7   W R A N G L E R



**Jeep.**



PENTASTAR® 3.6L V6 ENGINE WITH VARIABLE VALVE TIMING (VVT) / FIVE-SPEED AUTOMATIC TRANSMISSION WITH AUTOSTICK\* / ROCK-TRAC® 4x4 SYSTEM\* / TRU-LOK® LOCKING DIFFERENTIALS\* / 4x4 OF THE DECADE<sup>1†</sup> / TRAIL RATED® CAPABILITY / DANA® 44 HEAVY-DUTY SOLID AXLES\* / FRONT SWAY BAR DISCONNECT SYSTEM\* / LED HEADLAMPS AND FOG LAMPS\* / TUNABLE MONOTUBE SHOCK ABSORBERS / ALPINE® PREMIUM 9-SPEAKER AUDIO SYSTEM\* / SIRIUSXM® TRAVEL LINK<sup>2\*</sup> / BLUETOOTH® STREAMING AUDIO\* / UCONNECT® 6.5-INCH TOUCHSCREEN\* / REMOVABLE<sup>3</sup> FOLD AND TUMBLE REAR BENCH SEAT / FREEDOM TOP® 3-PIECE HARDTOP\* / TRAILER TOW PACKAGE TOWS UP TO 3,500 LB\* / SIDE AIR BAGS<sup>4\*</sup> / MOST CAPABLE OPEN-AIR 4x4 VEHICLE ON THE MARKET<sup>5</sup> / WASH-OUT INTERIOR WITH DRAIN PLUGS



UNLIMITED RUBICON® HARD ROCK IN BLACK

\*Available. <sup>†</sup>A note about this brochure: all disclaimers and disclosures can be found on the inside back cover.



RUBICON

WRANGLER  
UNLIMITED

WITH DETERMINED  
PERSEVERANCE,  
FAR-REACHING CAPABILITY.

ENJOY BEST-IN-CLASS OFF-  
ROAD PERFORMANCE<sup>6</sup> WITH  
THE 2017 JEEP® WRANGLER.

UNLIMITED RUBICON<sup>®</sup> IN FIRECRACKER RED



FIND YOURSELF IN  
THE CENTER OF  
BLAZING, FRESH-AIRED  
COLOR. LOSE YOURSELF  
WITHIN FORESTED  
WHISPERS AND LIGHT;  
ONCE HIDDEN, NOW  
FOUND. THE BEST WAY TO  
EXPERIENCE FREEDOM  
IS TO START SEARCHING.  
NOTHING STANDS  
IN YOUR WAY WHEN  
JEEP® WRANGLER  
IS YOUR GUIDE.

UNLIMITED SAHARA® IN  
GRANITE CRYSTAL METALLIC



**BEST-IN-CLASS GROUND CLEARANCE.<sup>6</sup>** Where others may turn back, Jeep® Wrangler forges ahead. Its Trail Rated® capability hands you the power to push through to the other side and claim the wonder that awaits. Virtually nothing can stop a hero like Jeep Wrangler Rubicon®. This off-road master is outfitted with the rugged Rock-Trac® 4x4 system and Tru-Lok® locking differentials, all backed with authentic Jeep Brand-engineered parts, skid plates and systems. Here is an iconic road warrior that inspires you to uncover thrilling inspirations.





**OPEN-AIR FREEDOM.** Nothing says open-air freedom like a Wrangler with its top down.<sup>2</sup> Choose the style that you like best, whether it's an available premium Sunrider<sup>®</sup> Soft Top or Freedom Top<sup>®</sup> hardtop. Then start planning where to head for your next sun-filled outing. Get comfortable in the well-appointed cabin, laden with an appealing list of standard and available amenities, including the Radio 430N NAV radio with a 5-year trial subscription to SiriusXM<sup>®</sup> Travel Link,<sup>3</sup> Remote Start System and the Alpine<sup>®</sup> Premium Sound System, all designed to keep you entertained, informed and in touch.



RUBICON<sup>®</sup> IN FIRECRACKER RED



IN THE DEPTHS OF WINTER,  
THERE'S SOMETHING BIG  
ABOUT LIVING IN THE EXTREME.  
FOR A WRANGLER, IT'S ALL ABOUT  
GOING BEYOND AND DISCOVERING  
THAT UNDERNEATH THE OBVIOUS  
LIES THE EXTRAORDINARY.  
A MOMENT OF STUNNING  
STILLNESS IS MAGNIFIED INTO  
PERMANENT BRILLIANCE,  
NEVER TO BE FORGOTTEN.  
YOU'LL UNCOVER A BOLD,  
AMAZING WORLD – ONE THAT  
YOU CAN ONLY SEE FROM THE  
INSIDE OF AN AUTHENTIC  
JEEP® WRANGLER.





**TRAIL RATED® HERO.** It's the standard by which the authentic capabilities of 4x4 vehicles around the world are measured. To earn a Trail Rated® badge, authentic 4WD mastery must be proven. Every Wrangler on the planet has earned the right to bear the Trail Rated badge of honor. On the road or on the trail, Wrangler works to safely take you through the challenges Mother Nature sets before you. Let best-in-class approach, departure and breakover angles take you where the map says you cannot go.

UNLIMITED SAHARA® IN BILLET SILVER METALLIC



**HERITAGE RIDES STRONG.** The iconic design elements of today's Wrangler were born during the great pursuit of freedom, when hinges and latches helped keep the original Willys MB® running strong. These elements have been incorporated in every Wrangler since. Strength of purpose has always been at its core. Today, we have a more modern version incorporating a body-on-frame design, and a heavy-duty suspension system that features solid axles and tunable monotube shock absorbers. Together, these strong features help deliver a firm ride at low speeds and a more relaxed feel at higher speeds. Wrangler is built to take your quest for open-air freedom seriously, leading you to places others only dream of reaching.



UNLIMITED RUBICON® HARD ROCK IN BILLET SILVER METALLIC

UNLIMITED SAHARA® IN CHIEF



WHEN THE WARMER  
DAYS OF SPRING  
APPEAR, THE FREEDOM TO  
EXPLORE WITH WRANGLER  
PUTS NEW OPTIONS AT  
HAND. THE ABILITY TO  
DO MORE, BE MORE, GIVE  
MORE TURNS LIFE INTO A  
BOUNDLESS ADVENTURE.  
FROM THE STORIED PAST,  
A LEGENDARY FUTURE  
IS BORN, WITH ENDLESS  
POSSIBILITIES ALL  
AROUND. THE WORLD IS  
YOURS FOR THE TAKING.







**ADVENTUROUSLY CIVILIZED.** From the available leather-wrapped Jeep® Brand steering wheel with the available hands-free communication<sup>7</sup> and audio controls to Wrangler's weather-resistant surfaces and wash-out interior with drain plugs, you're traveling with an array of creature comforts and services worthy of a hero. See the world from a very commanding view, inside a cabin that offers just as much capability as any Wrangler 4x4 system. Cubbies and map pockets, interior courtesy lights, cup holders and an available electrochromatic rearview mirror are just the beginning of a list of standard and available features that add more function to your everyday fun.



SAHARA® IN BLACK MCKINLEY LEATHER TRIM AND LIGHT SLATE GRAY ACCENT STITCHING

WILLYS WHEELER IN FIRECRACKER RED



THE LONG DAYS OF  
SUMMER INVITE  
YOU TO GET LOST IN THE  
MOMENT. IN THE DRIVER'S  
SEAT, GET OUT AND  
SEARCH FOR DESTINATIONS  
THAT INVITE YOU TO  
PLAY. TAKE LIKE-MINDED  
ENTHUSIASTS ALONG FOR  
THE RIDE AND TAKE ON  
THE WORLD WITH THE WIND  
IN YOUR HAIR. LET THE  
FRESH AIR BE YOUR GUIDE.



**SUPPORT YOUR FREEDOM.** Legendary heroic capability never lets you down. At its core lies the very heart of true Jeep® Brand DNA, where real adventure is born. The available Rock-Trac® 4x4 system, with its 4:1 low-gear crawl ratio, supported by Dana® 44 front and rear axles with Tru-Lok® locking differentials, has taken traction to legendary levels. The front axle sway bar disconnect gives you the leeway to take on off-road challenges with confidence. And delivering the power to take you up, over and beyond is the legendary brawn of the Pentastar® 3.6L V6 engine with Variable Valve Timing (VVT) that churns out 285 hp with 260 lb-ft of torque. Best of all, you'll enjoy best-in-class towing<sup>7</sup> and best-in-class highway fuel economy.<sup>8</sup>



UNLIMITED SAHARA® IN GRANITE CRYSTAL METALLIC



**PACK IT IN.** Extreme versatility travels alongside Wrangler's legendary capability, allowing you to carry friends, pets and gear as you see fit. The two-door Wrangler offers the Fold and Tumble rear seat that folds down to open up a very roomy space for luggage, gear, coolers and lots more. The four-door Wrangler Unlimited can transport up to five adults, with room for gear stashed behind the rear seat. A lockable console and glove box, sidesaddle driver's-side door storage, and rear cargo mat and storage bin beneath the rear floor offer plenty of space to store items neatly out of sight.



UNLIMITED SAHARA® IN BRIGHT WHITE

Properly secure all cargo.



## OPEN-AIR FREEDOM



WHEN IT COMES TO OPEN-AIR DRIVING,  
NOTHING TRANSFORMS LIKE WRANGLER.

1 ] **SUNRIDER® SOFT TOP** Let the sun shine in with this easy-to-use fold-back sunroof feature and its special three-ply fabric that's quiet and watertight. Standard. A premium Sunrider® Soft Top adds further durability and sound dampening, and includes an easy-to-wash dust blocker that helps keep your top in tip-top shape. Available.

2 ] **FREEDOM TOP® HARDTOP** Strong, secure and available in either Black or the exterior paint color of your Wrangler Sahara® or Rubicon®. A three-piece modular design lets you bring in the sun as you see fit: remove<sup>3</sup> either front panel or both, or leave them in place and remove<sup>3</sup> the main rear portion. A convenient padded storage bag for the removable<sup>3</sup> panels is included.

3 ] **REMOVABLE<sup>3</sup> DOORS** Full-framed doors with aluminum-forged hinges come standard on all models. Or opt for half-framed doors for the ultimate in open-air freedom.

4 ] **FOLD-DOWN WINDSHIELD<sup>3</sup>** This unique feature is useful during off-roading, helping the driver to keep a clear eye on the trail ahead. Be sure to follow Owner's Manual instructions when you want to experience extreme fresh-air freedom by lowering the windshield.<sup>3</sup>

## INTERIOR



5 ] **INNER GLOW** Convenient interior courtesy lights illuminate the front footwells and cup holders, while an available electrochromatic rearview mirror automatically darkens to help eliminate the blinding glare of headlamps.

6 ] **DETAILED PRIDE** Jeep® Wrangler is finely wrought with design details that are purposely placed and carefully crafted. Substantial bezels and knobs, robust stitching and a heritage-stamped grab handle are all proof that Wrangler is ready to endure years of heavy use.

7 ] **KEEP IT CLEAN** Grab the gear and dogs and head for the hills to tackle all the sand and dirt the great outdoors can offer. Wrangler's weather-resistant surfaces and wash-out interior with drain plugs give you full permission to go out and have some fun in the mud.

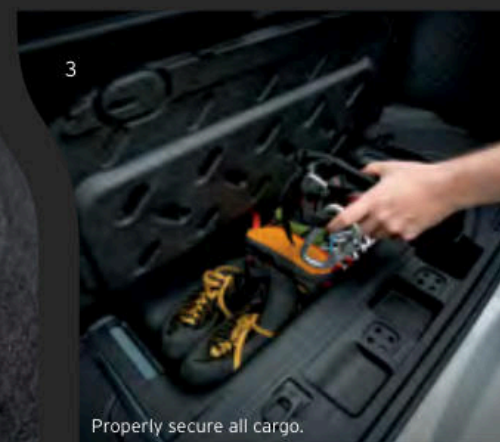
8 ] **BE SEATED** Heated front seats are a must-have option when temps drop low. Wrangler's interior seat fabrics and comfort-designed seats stand up to all kinds of sitting down. With plenty of cushion and support, you've got more stamina to keep on going.



## CLEVER INTERIOR DESIGN



Properly secure all cargo.



Properly secure all cargo.

**1] 9-SPEAKER ALPINE® PREMIUM SOUND SYSTEM** The optional nine-speaker Alpine® Premium Sound System creates a realistic sound stage by utilizing a high-powered twelve-channel 552-watt amplifier, an 8x12-inch all-weather subwoofer, four tweeters and four 6.5-inch speakers – two located in the overhead sound bar. Alpine is known for offering outstanding tonal balance and definition.

**2] STOW YOUR STUFF** You'll appreciate the mesh net storage in all doors and a locking glove compartment for keeping smaller items secure and within reach.

**LOCKABLE CENTER CONSOLE** With open-air freedom you need a safe place to store your goods. An inner tray helps keep things organized within the large bin.

**3] REAR CARGO MAT AND STORAGE BIN** A reversible cargo mat protects your carpet while a storage bin beneath the rear floor features a lift-out tray with convenient storage for bolts that are removed<sup>3</sup> from your doors and/or hardtop.

**REMOVABLE<sup>3</sup> FOLD AND TUMBLE REAR BENCH SEAT** Standard on two-door models, this seat easily tumbles with spring assist to make more room for cargo. Unlimited models come standard with a split-folding rear seat.

Uconnect®



## THESE GREAT CONNECTIONS ENRICH YOUR WORLD

UCONNECT® BRINGS A RANGE OF COMMUNICATION AND ENTERTAINMENT SERVICES STRAIGHT INTO YOUR VEHICLE, ALL BUNDLED TOGETHER WITHIN A ROBUST SYSTEM. WITH SO MANY CONVENIENT OPTIONS TO CHOOSE FROM, DISCOVER HOW YOU WOULD LIKE TO CONNECT AT [DRIVEUCONNECT.COM](http://DRIVEUCONNECT.COM)



HANDS-FREE<sup>8</sup>



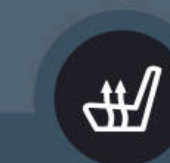
PHONE



WI-FI<sup>10</sup>



NAV



VEHICLE CONTROLS



Hear all kinds of commercial-free music, plus your favorite sports, news, talk and entertainment, AND listen to your SiriusXM<sup>®2</sup> favorites outside your vehicle by streaming your service online and on the app – it's included in your trial subscription.



#### PHONE

Plans can change en route. Safely spread the word with a hands-free<sup>®</sup> phone call. Pair up to your Bluetooth<sup>®</sup>-enabled phone and voice commands<sup>®</sup> allow you to easily "call Judy" or "redial" as you keep both hands on the wheel. This clever system is also smart enough to synchronize with your Bluetooth-compatible phone's contacts<sup>®</sup> – up to 1,000 entries – every time you get into your vehicle.



#### WI-FI<sup>®</sup>

Put the power of high-speed Internet in your vehicle with Mopar<sup>®</sup> Web<sup>®</sup>. Effortlessly connect any Wi-Fi-enabled device to the Internet at broadband speeds, making your vehicle a mobile hotspot. Passengers can use multiple devices at the same time. There's no need for cell cards or software with this unique Authentic Accessory by Mopar – it's all wireless. Subscription required; sold separately.



#### SIRIUSXM TRAVEL LINK<sup>2</sup>

Access a wealth of information at your fingertips, including national and local weather reports, local gas prices, in-game and final sports scores, weekly movie times and even local ski slope conditions. Your first five years of service are included.



#### NAVIGATION

Head out in the right direction with Uconnect<sup>®</sup> and its available, enhanced GPS wayfinding systems. The available Uconnect 430N (RHB) system features the notable Garmin<sup>®</sup> GPS intuitive interface and navigation with lane guidance.



#### VOICE COMMAND<sup>®</sup>

It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. Use your voice to select AM/FM radio stations or SiriusXM Satellite Radio<sup>2</sup> channels, make calls, select navigation destinations or show local fuel prices. This "smart" technology can understand commands in English, French and Spanish.



#### ENTERTAINMENT

Today's soundtrack? It can change moment by moment, and Uconnect follows your lead. Listen to your favorite playlist from a connected device, then flip to a news or comedy station or a report of the latest sports scores. Available SiriusXM Satellite Radio<sup>2</sup> lets you tag, rewind and play favorite songs or artists. With SiriusXM<sup>2</sup> you get every channel available on your satellite radio, along with the freedom to listen anywhere with SiriusXM Internet Radio<sup>2</sup>. It doesn't get any better than this. Your first year of service is included. Visit [www.siriusxm.com](http://www.siriusxm.com) for all of the details.



**ENTERTAINMENT VALUE** Select the Uconnect<sup>®</sup> system that includes the features that will best rock your world. Connect your own device to the standard audio input jack and let your playlist create the mood. Uconnect Web<sup>1,2</sup> available through Mopar<sup>®</sup>, helps you keep in touch with what's going on in the virtual world, and lets you add your own updates, too. The available Radio 430 or Radio 430N with a 6.5-inch touchscreen treats you to a wealth of intuitive features like voice recognition, navigation, climate control and so much more.

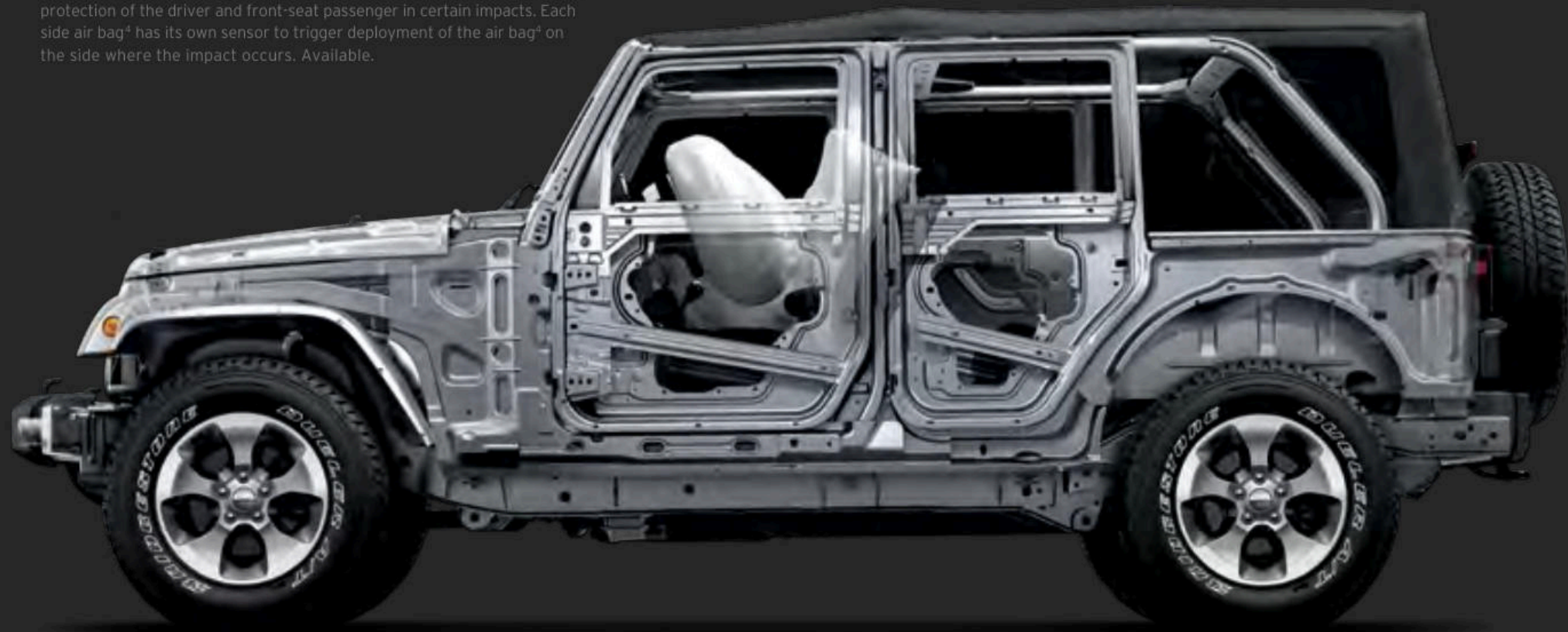


**RELAX.** Uconnect can show you the way with crystal-clear graphics on its available vibrant and configurable touchscreens (depending on system). See data, maps and infographics, during the day or at night, that are bright and effortless to read. Easy. That's the Uconnect way.

## SAFETY & SECURITY

**ADVANCED MULTISTAGE FRONT AIR BAGS<sup>4</sup>** These standard air bags<sup>4</sup> provide nearly instantaneous occupant protection by matching air bag<sup>4</sup> output to crash severity. Standard.

**SUPPLEMENTAL FRONT SEAT-MOUNTED SIDE AIR BAGS<sup>4</sup>** Deploying from the outboard side of each front seat, these air bags<sup>4</sup> enhance the protection of the driver and front-seat passenger in certain impacts. Each side air bag<sup>4</sup> has its own sensor to trigger deployment of the air bag<sup>4</sup> on the side where the impact occurs. Available.



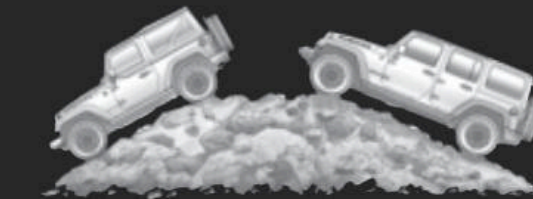
**ELECTRONIC STABILITY CONTROL (ESC)<sup>13</sup>** Designed to assist drivers in maintaining control of their vehicle at all times, utilizing hydraulic brake assist, traction control, Electronic Roll Mitigation (ERM) and Trailer Sway Control (TSC)<sup>13</sup> to constantly monitor driver input against the vehicle's actual course. If needed, ESC<sup>13</sup> automatically brakes and/or reduces engine torque, while ERM estimates the potential for wheel lift, reducing engine power and applying brakes if needed. TSC<sup>13</sup> detects sway unique to trailering and engages the brakes to slow the vehicle, increasing brake force to one side of the vehicle to help counteract the sway from the trailer. ESC<sup>13</sup> has three modes: Full-On, Partial-On (shuts off traction control) and Full-Off (ideal for off-road driving). Standard.

**ENERGY-ABSORBING FRONT-RAIL EXTENSIONS** Collapsible hydroformed front-rail tips offer low-speed protection and can be serviced after impact events of up to 8 mph. Standard.



**SENTRY KEY<sup>®</sup> ENGINE IMMOBILIZER** A unique, embedded key code matched only to your vehicle helps keep your Wrangler safely where it belongs.

**HILL START ASSIST (HSA) AND HILL DESCENT CONTROL (HDC)** Standard HSA works to prevent Wrangler from rolling when starting on an uphill gradient. It holds the vehicle stationary for two seconds after the driver's foot is removed from the brake pedal, allowing time to apply the throttle. The available HDC is packaged with the 5-speed automatic transmission and diligently works to help Wrangler navigate steep declines at a steady and consistent speed.



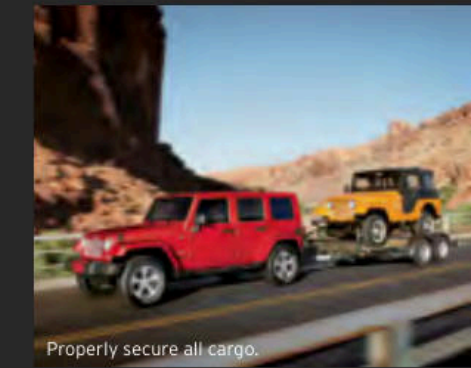
**TRAILER SWAY CONTROL (TSC)<sup>13</sup>** Crosswinds and traffic hold no sway over you and your payload. As part of ESC,<sup>13</sup> TSC<sup>13</sup> helps keep you and the toys you tow safely on course.

**UCONNECT<sup>®</sup> VOICE COMMAND<sup>®</sup> WITH BLUETOOTH<sup>®</sup>** Multitasking is the way of today's world, even when you're on the road. Uconnect Voice Command<sup>®</sup> with Bluetooth<sup>®</sup> allows drivers to take or make phone calls, while keeping both hands on the wheel. Available.

**HEATED POWER EXTERIOR MIRRORS** Melt snow and ice off sideview mirrors as you warm up your interior. The heat also helps to keep your mirrors icicle-free as you drive. Available.

**ENHANCED ACCIDENT RESPONSE SYSTEM (EARS)** This system makes it easier for emergency personnel to see and reach occupants in the event of an accident, turning on interior lighting, flashing hazard lamps and unlocking power doors after air bag<sup>4</sup> deployment. It also shuts off the flow of fuel to the engine. Standard.

**LED HEADLAMPS AND LED FOG LAMPS** Nighttime driving can bring hidden hazards. With these long-lasting, bright lamps, the road ahead is safely illuminated. Available.



WHEN ONE ADVENTURE ENDS, ANOTHER BEGINS.



(1) Four Wheeler Magazine. (2) SiriusXM subscriptions for audio and data services are sold by SiriusXM to follow your trial subscription. If you decide to continue listening after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See the SiriusXM Customer Agreement for complete terms and more information at [www.siriusxm.com](http://www.siriusxm.com). All fees and programming subject to change. Your equipment and features for SiriusXM services will vary depending upon the vehicle you select and may be limited in select markets. (3) Be sure to follow all instructions in Owner's Manual for removal of top and doors, and lowering of windshield. Driving with doors off and windshield down is for off-road use only. (4) The Advanced Front Air Bags in this vehicle are certified to the new U.S. Federal regulations for Advanced Air Bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. (5) There are simply no other open-air 4WD vehicles with low range ratio. (6) Based on Comparable Like Vehicles Toyota FJ Cruiser, Nissan Xterra Pro-4x. (7) Based on Ward's Small Sport/Utility Vehicle. (8) Requires a mobile phone equipped with the Bluetooth Hands-Free Profile. Visit [UconnectPhone.com](http://UconnectPhone.com) for system and device compatibility. (9) Do not attempt water fording unless depth is known and consistent with the vehicle's water fording rating in the Owner's Manual. Traversing water can cause damage that may not be covered by the new vehicle warranty. Always off-road responsibly in approved areas. (10) Wi-Fi subscription required. Vehicle must be properly equipped and in active and usable cellular range for Wi-Fi usage. Wi-Fi Hotspot does not enable direct communication between multiple in-vehicle devices. Factors affecting the performance of Wi-Fi Hotspot include: cellular network, signal strength and quality, time of day, number of channels used by the service provider, type of connection, number of clients using Wi-Fi Hotspot and client device. This feature is not intended for use by the driver while the vehicle is in motion. Always drive safely. (11) Phone must support Bluetooth Phone Book Access Profile (PBAP). (12) Uconnect Web feature is not intended for use by the driver while the vehicle is in motion. Always drive carefully. Subscription required. (13) No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use lefts throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt.

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1-800-2700

(800) 925-JEEP

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