

Contact: Ron Kiino
Kristin Starnes

Jeep® Brand Announces Starting Prices for 2024 Wrangler Lineup: More Capability, Advanced Technology, More Refinement

- Starting U.S. MSRP now available for the new 2024 Jeep® Wrangler lineup, which includes Sport, Sport S, Sahara, Willys, Rubicon, new Rubicon X, High Altitude and Rubicon 392
- 2024 Jeep Wrangler starts at a starting U.S. MSRP of \$31,895 (all prices exclude \$1,795 destination)
- New 2024 Wrangler delivers standard first- and second-row side-curtain airbags, standard forward collision warning (Sport S and above), standard advanced cruise control with stop (Sport S and above), standard Uconnect 5 system with best-in-class standard 12.3-inch touchscreen radio and standard wireless Apple CarPlay and Android Auto
- New-for-2024 Wrangler Sport S 4xe model, with a starting U.S. MSRP of \$49,995, brings lower entry price point to best-selling PHEV in America, offering standard 20-inch wheels, full-time transfer case, adaptive cruise control and forward collision warning
- Wrangler Rubicon, with a starting U.S. MSRP of \$45,395, adds even more legendary 4x4 capability with an available factory-installed 8,000-lb.-capacity Warn winch and new Dana 44 HD full-float solid rear axle that allows for tire upsizing by customers and up to 5,000-lb. best-in-class maximum towing
- New Wrangler Rubicon X model, with a starting U.S. MSRP of \$54,895, elevates Rubicon nameplate with standard 35-inch tires (4-door models with 2.0- or 3.6-liter automatic powertrain), integrated off-road camera and steel bumpers
- Wrangler Willys, with a starting U.S. MSRP of \$39,395, delivers more capability with larger 33-inch tires, 10.8 inches of ground clearance, high-clearance fender flares and rear locking differential for improved traction
- Iconic Wrangler exterior features new seven-slot grille, windshield-integrated trail-ready stealth antenna, available 12-way power adjustable front seats, 10 all-new wheel designs, 11 exterior colors, including new-for-2024 Anvil and Bikini, and multiple open-air freedom options, including exclusive Sky One-Touch powertop
- First factory application of Trails Offroad delivers comprehensive off-road trail guides for the 62 Jeep Badge of Honor trails loaded right into the Uconnect 5 system, with an upgradable subscription that unlocks full catalog of 3,000-plus Trails Offroad trail guides
- Jeep Wave customer service program is available to the entire Jeep brand lineup, including all trims of the 2024 Jeep Wrangler
- The new 2024 Jeep Wrangler arrives in dealerships in Q3 of 2023

June 6, 2023, Auburn Hills, Mich. - The new [2024 Jeep® Wrangler](#), which builds on its legendary history with an unmatched combination of off-road capability, authentic Jeep design, open-air freedom, advanced powertrains, superior on- and off-road dynamics and a host of innovative safety and advanced technology features, offers a starting U.S. manufacturer's suggested retail price (MSRP) of \$31,895 (all prices exclude \$1,795 destination).

The latest evolution of the world's most off-road capable and most iconic SUV adds greater capability, new technology, advanced safety features and more refinement, all while staying true to the Wrangler formula and delivering the freedom to go anywhere and do anything.

New for the 2024 model year, the Jeep brand is taking the Wrangler Rubicon capability to new heights with its first

full-float Dana rear axle, new available factory Warn winch and increased 5,000-pound best-in-class tow capability. Inside, customers get to experience more comfort and safety, with a new interior featuring available 12-way power front seats, standard 12.3-inch Uconnect 5 touchscreen radio and standard side curtain airbags for the first and second rows.

"With the new 2024 Jeep Wrangler, we're continuing to raise the bar of Wrangler's unmatched and legendary 4x4 capability," said Jim Morrison, senior vice president, Jeep brand North America. "This new Wrangler delivers more capability with an available factory-installed 8,000-lb.-capacity Warn winch and new Dana 44 HD full-float solid rear axle; a more refined and technologically advanced interior with available 12-way power seats; and improved safety with standard side-curtain air bags for a starting U.S. MSRP less than \$32,000."

From the 49 MPGe electrified 4xe plug-in hybrid to the V-8-powered 470-horsepower Rubicon 392, the new 2024 Jeep Wrangler offers the most diverse powertrain options in the off-road segment, giving Wrangler customers the ability to choose the propulsion system that best suits their lifestyle. The advanced [4xe lineup](#), high-performance Rubicon 392 and 2.0-liter turbocharged I-4 engine come exclusively with an eight-speed automatic transmission, while the 3.6-liter gas engine can be paired with either a six-speed manual transmission or an eight-speed automatic transmission.

- 2.0-liter turbocharged PHEV 4xe: 375 horsepower, 470 lb.-ft. of torque, 21 miles all-electric range and 49 MPGe
- 2.0-liter turbocharged I-4 engine: 270 horsepower and 295 lb.-ft. of torque
- 3.6-liter V-6: 285 horsepower and 260 lb.-ft. of torque
- 6.4-liter V-8: 470 horsepower and 470 lb.-ft. of torque

The 2024 Jeep Wrangler will be available in Sport, Sport S, Willys, Sahara, High Altitude, Rubicon, Rubicon X and Rubicon 392 models. Ordering is open now, and vehicles will start to arrive in U.S. Jeep dealerships in summer 2023.

Pricing for the new 2024 Jeep Wrangler:

Model	2-Door	4-Door	4xe
Sport	\$31,895	\$35,895	—
Sport S	\$35,395	\$39,395	\$49,995
Willys	\$39,395	\$43,395	\$54,735
Sahara	—	\$47,825	\$56,845
High Altitude	—	—	\$66,995
Rubicon	\$45,395	\$49,395	\$60,585
Rubicon X	\$54,895	\$58,895	\$69,085
Rubicon 392	—	\$87,595	—

Off Road+

The new 2024 Jeep Wrangler expands availability of Off Road+ from Rubicon gas models to Rubicon 4xe, Willys 4xe and Willys gas models. Optimizing vehicle parameters for off roading, including throttle, transmission shift points and traction control, Off Road+ delivers peak performance on any trail. When used in 4HI, Off Road+ optimizes settings for higher-speed conditions, such as sand and mud, and also allows the Tru-Lok rear electronic locking differential to be locked for improved performance. In 4LO, Off Road+ optimizes settings for low-speed conditions such as rock crawling.

Most standard equipment yet for Wrangler

For 2024, the new Wrangler lineup boasts two new models with Sport S 4xe and Rubicon X, as well as more standard equipment across the model lineup:

Sport:

- Standard 3.6-liter 285-horsepower, 260-lb.-ft. of torque Pentastar V-6 engine (available 2.0-liter 270-horsepower, 295-lb.-ft. of torque I-4 turbo engine)
- Standard six-speed manual transmission (available eight-speed automatic transmission)

- Dana solid front and rear axles
- Command-Trac 2.72:1 part-time transfer case
- 17-inch steel wheels with 32-inch tires
- Traction control
- Trail-ready stealth antenna integrated into windshield
- 12.3-inch Uconnect touchscreen radio
- Side curtain airbags for first and second rows
- Premium soft-top
- Gray Soul fabric IP mid bolster
- Fog lamps
- Eight-speaker audio system
- ParkView rear backup camera

Sport S (Sport content plus):

- Adaptive cruise control
- Forward collision warning
- Gorilla glass windshield
- Available 4xe PHEV powertrain (4-door) delivering 375 horsepower, 470 lb.-ft. of torque, 21 miles all-electric range and 49 MPGe
- Keyless entry
- Automatic headlamps
- Power heated mirrors
- Power windows and door locks
- Advanced Brake Assist
- 17-inch aluminum wheels with 32-inch tires

Willlys (Sport S content plus):

- 17-inch aluminum wheels with 33-inch all-terrain tires
- 10.8 inches of ground clearance
- Rock rails
- Rear-locking differential
- Offroad + mode
- Black grille
- Trailer Tow with Heavy-Duty Electrical Group
- LED headlamps and fog lamps
- All-weather floor mats
- Available 4xe PHEV powertrain (4-door) delivering 375 horsepower, 470 lb.-ft. of torque, 21 miles all-electric range and 49 MPGe
- Available Xtreme 35 Package (4-door with 2.0-liter or 3.6-liter automatic powertrain) featuring 17-inch beadlock-capable wheels, 35-inch all-terrain tires, 4.56 axle ratio, 1.5-inch factory lift and swing gate reinforcement

Sahara (Sport S content plus):

- Standard 2.0-liter 270-horsepower, 295-lb.-ft. of torque I-4 turbo engine
- Standard eight-speed automatic transmission
- LED lamps (front, rear, fog)
- Heated seats and steering wheel
- Available 4xe PHEV powertrain (4-door) delivering 375 horsepower, 470 lb.-ft. of torque, 21 miles all-electric range and 49 MPGe
 - Standard Jeep 4xe Power Box featuring four 120-volt outlets and 30-amp output
- 18-inch aluminum wheels with 32-inch tires
- Heated front seats and steering wheel
- Proximity key entry with remote start
- Body-color fender flares

- Dual-zone automatic temperature control

High Altitude (Sahara content plus):

- Standard 4xe PHEV powertrain delivering 375 horsepower, 470 lb.-ft. of torque, 21 miles all-electric range and 49 MPGe
 - Standard Jeep 4xe Power Box featuring four 120-volt outlets and 30-amp output
- Selec-Trac 2.72:1 full-time transfer case
- 20-inch aluminum wheels with 32-inch all-terrain tires
- Integrated front off-road camera
- 12-way power adjustable front seats
- 12.3-inch digital Uconnect touchscreen with navigation
- Nine-speaker Alpine premium audio system
- ParkSense rear park-assist system
- Blind-spot Monitoring and Rear Cross Path detection
- Black or Mantis Green Nappa wrapped IP mid bolster
- Black or black/Mantis Green Nappa leather seats
- Acoustic front glass, thicker carpet and additional sound deadening foam
- Sky One-touch powertop
- Body-color front and rear bumpers, door handles and mirrors
- Side steps

Rubicon (Sport S content plus):

- Dana 44 HD full-float rear axle
- Rock-Trac 4:1 part-time transfer case
- Tru-Lok front and rear lockers
- Electronic front sway-bar disconnect
- Rock rails
- Offroad + mode
- 17-inch aluminum wheels with 33-inch all-terrain tires
- LED lamps (front, rear, fog)
- Black water-resistant Addax cloth IP mid bolster
- Trailer Tow with Heavy-Duty Electrical Group
- Sirius XM
- Auxiliary switches
- Available steel bumpers with factory Warn winch
- Available 4xe PHEV powertrain (4-door) delivering 375 horsepower, 470 lb.-ft. of torque, 21 miles all-electric range and 49 MPGe
 - Standard Jeep 4xe Power Box featuring four 120-volt outlets and 30-amp output
- Available Xtreme 35 Package (four-door with 2.0-liter or 3.6-liter automatic powertrain) featuring 17-inch beadlock-capable wheels, 35-inch all-terrain tires, 4.56 axle ratio, 1.5-inch factory lift and swing gate reinforcement

Rubicon X (Rubicon content plus):

- Rock-Trac 4:1 full-time transfer case
- 12-way power adjustable front seats
- 12.3-inch digital Uconnect touchscreen with navigation
- Nine-speaker premium Alpine audio system
- Nappa leather seats
- Heated seats and steering wheel
- Acoustic front glass, thicker carpet and additional sound deadening foam
- ParkSense rear park-assist system
- Blind-spot Monitoring and Rear Cross Path detection
- Steel bumpers
- Integrated front off-road camera

- Body-color fender flares and hardtop
- Xtreme 35 Package (4-door with 2.0-liter or 3.6-liter automatic powertrain) featuring 17-inch beadlock-capable wheels, 35-inch all-terrain tires, 4.56 axle ratio, 1.5-inch factory lift and swing gate reinforcement
- Available 4xe PHEV powertrain (4-door) delivering 375 horsepower, 470 lb.-ft. of torque, 21 miles all-electric range and 49 MPGe
 - Standard Jeep 4xe Power Box featuring four 120-volt outlets and 30-amp output
- Available factory Warn winch

Rubicon 392 (Rubicon content plus):

- 6.4-liter 470-horsepower, 470-lb.-ft. of torque V-8 engine
- Eight-speed automatic transmission
- Xtreme 35 Package featuring 17-inch beadlock-capable wheels, 35-inch all-terrain tires, 4.56 axle ratio, 1.5-inch factory lift and swing gate reinforcement
- Two-mode dual exhaust
- Cold-air intake hood with water separator
- Selec-Trac 2.72:1 full-time transfer case
- 12.3-inch digital Uconnect touchscreen with navigation
- Acoustic front glass, thicker carpet and additional sound deadening foam
- Heated seats and steering wheel
- Integrated front off-road camera
- 12-way power adjustable front seats
- Nine-speaker Alpine premium audio system
- ParkSense rear park-assist system
- Blind-spot Monitoring and Rear Cross Path detection
- Red Nappa leather seats
- Performance steering wheel with paddle shifters
- Body-color hardtop
- Steel bumpers
- Body-color fender flares
- Available factory Warn winch

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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