Contact: Trevor Dorchies

Todd Goyer

New 2014 Jeep® Wrangler Willys Wheeler Edition: A Classic Throwback With Modern Capability

- A Jeep® purist's dream: Wrangler Willys Wheeler Edition a salute to the earliest civilian Jeep vehicles
- Based on Wrangler Sport model, with array of additional off-road hardware for increased capability
- New Wrangler Willys Wheeler Edition available in Jeep showrooms early next year at a U.S. MSRP of $25, 795

November 18, 2013, Auburn Hills, Mich. - The roots of America's love affair with Jeep® can be traced to World War II, as the one-of-a-kind vehicle dutifully served the U.S. military with its durability and ruggedness. The affinity for Jeep gained traction as the first civilian Jeep ("CJ") vehicles – the Willys-Overland CJ-2A – reached the public in 1945. The CJ-2A, and successor CJ-3A, was immortalized for its go-anywhere capability and strictly functional amenities.

Beginning early next year, when the new 2014 Jeep Wrangler Willys Wheeler Edition arrives in Jeep showrooms, customers can connect with the original Jeep vehicle's rugged and purely functional capability. The latest Wrangler special edition makes its debut at the 2013 Los Angeles International Auto Show.

"The new Jeep Wrangler Willys Wheeler Edition is a Jeep purist's dream, delivering a Jeep vehicle that harkens back to the original, classic CJs of the 1940s," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "This new Jeep vehicle delivers pure functionality and rugged capability in a unique package that recognizes the origins of the brand."

Based on the Wrangler Sport model, the Willys Wheeler Edition features upgraded hardware, including a Dana 44 rear axle with Trac-Lok® limited-slip rear differential and 3.73 gears, BF Goodrich KM Mud Terrain LT255/75R17 tires, rock rails and a new Jeep Trail Rated Kit that includes a D-Ring, tow strap and gloves in a Jeep-branded bag. This works with the Jeep Command-Trac 4x4 part-time, two-speed transfer case with a 2.72:1 low-range gear ratio to give the Jeep Wrangler Willys Wheeler Edition its improved off-road chops.

Special exterior design cues include a gloss black grille with black Jeep badge, gloss black front and rear bumper appliques, historic satin black "4 Wheel Drive" rear tailgate decal and "Willys" hood decals and unique high-gloss black 17-inch aluminum wheels. The Willys Wheeler Edition comes standard with a Sunrider soft top and deep-tint sunscreen rear windows. A premium Sunrider soft top and black-splatter Freedom Top are available.

Willys Wheeler Editions feature the Connectivity Group with SiriusXM satellite radio, and Sport S-based models have the Power Convenience Group and Premium Tire Pressure Monitoring System as standard. Jeep Wrangler's iconic half doors are an option.

The 2014 Jeep Wrangler Willys Wheeler Edition features the award winning 3.6-liter Pentastar V-6 engine that produces 285 horsepower and 260 ft.-lbs. or torque. It is available with a standard six-speed manual or an available five-speed automatic transmission, and delivers up to 21 miles per gallon on the highway.

Available in any Jeep Wrangler color, the Willys Wheeler Edition has a Manufacturer's Suggested Retail price (MSRP) of $25,795 for two-door models and $29,595 for Unlimited (four-door) models. The 2014 Jeep Wrangler and Jeep Wrangler Unlimited are built at the Toledo Supplier Park in Toledo, Ohio.

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 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

Follow Jeep and company news and video on:

Company blog: http://blog.stellantisnorthamerica.com
Media website: http://media.stellantisnorthamerica.com
Jeep brand: www.jeep.com
Facebook: www.facebook.com/jeep
Instagram: www.instagram.com/jeep
Twitter: www.twitter.com/jeep
LinkedIn: www.linkedin.com/company/jeep
YouTube: www.youtube.com/thejeepchannel or https://www.youtube.com/StellantisNA

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com