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Jeep® Brand Expands Gladiator Lineup With Altitude Model

- New 2020 Jeep® Gladiator Altitude features unique “blacked out” exterior accents and 18-inch Granite Crystal wheels
- Jeep Gladiator Altitude based on Gladiator Sport S
- Gladiator Altitude available in Jeep showrooms early in third quarter

July 1, 2020, Auburn Hills, Mich. - The Jeep® brand is introducing a new edition of the [2020 Jeep Gladiator](#) in the form of the Altitude model, delivering a new level of personalized content for a distinct appearance that is combined with legendary Jeep 4x4 capability.

“Our Jeep Gladiator Altitude model is a direct response to customers who ask for a ‘blacked-out’ look directly from the factory. The Jeep Altitude models continue to resonate with customers and adding Gladiator completes this lineup,” said Jim Morrison, Head of Jeep Brand – FCA North America. “We are thrilled that the popular Altitude model joins the Gladiator lineup and is another way for Jeep to connect with customers.”

Gladiator Altitude models will be available in Jeep showrooms early in the third quarter.

Jeep Gladiator Altitude

Based on the Sport S model, the 2021 Jeep Gladiator Altitude’s exterior highlights include a body-color grille with Dark Gray throats and headlamp rings, body-color fender flares, black Jeep and Trail Rated badging and 18-inch Granite Crystal aluminum wheels wrapped in 255/70R18 Bridgestone Dueler All-Terrain tires. A black Freedom hardtop is standard on Gladiator Altitude while the dual top is an available option.

Inside, the Gladiator Altitude features standard black cloth seats and leather-wrapped steering wheel with black stitching, Wizard Black instrument panel mid-bolster and bezels.

The 2020 Jeep Gladiator, engineered from the ground up to be the most off-road capable Jeep truck ever, builds on a rich heritage of tough, dependable Jeep trucks with an unmatched combination of rugged utility, authentic Jeep design, open-air freedom, clever functionality and versatility.

Equipped with the proven 3.6-liter Pentastar V-6 engine and a versatile cargo box, Gladiator is built to handle the demands of an active lifestyle while delivering an open-air driving experience in a design that is unmistakably Jeep. Combining traditional Jeep attributes with strong truck credentials, the Jeep Gladiator is a unique vehicle capable of taking passengers and cargo anywhere.

All Gladiator models are Trail Rated with a badge indicating that the vehicle is designed to perform in a variety of challenging off-road conditions identified by five key consumer-oriented performance categories: traction, ground clearance, maneuverability, articulation and water fording.

Gladiator Altitude is available in Black, White, Firecracker Red, Billet Silver, Granite Crystal, Sting Gray, Hydro Blue, Gator and Gobi.

The 2020 Jeep Gladiator Altitude Edition is priced at \$40,340 (plus \$1,495 destination).

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.

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