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2021 Jeep® Gladiator Willys Debuts With Unique Content and Increased Capability

- New 2021 Jeep® Gladiator Willys debuts featuring a limited-slip rear differential, rock rails, aggressive 32-inch mud terrain tires and a rugged look with black accents
- Gladiator Willys available on Sport and Sport S model
- Jeep Gladiator Willys available now

October 30, 2020, Auburn Hills, Mich. - The Jeep® brand is introducing a new edition of the 2021 Jeep Gladiator in the form of the Willys models, delivering a new level of personalized content for a distinct appearance that is combined with legendary Jeep 4x4 capability.

“Building on the widely popular Wrangler Willys, we’re thrilled to announce the Willys model is joining the Gladiator lineup as another way for Jeep to connect with our customers,” said Jim Morrison, Head of Jeep Brand - North America. “Gladiator Willys models harken back to the original Jeep lineup while offering an aggressive look and additional increased capability.”

Jeep Gladiator Willys models are available for ordering and in Jeep showrooms now.

Jeep Gladiator Willys

The 2021 Jeep Gladiator lineup is bolstered by the addition of the Willys edition and marks the first time it is available on Gladiator. The Gladiator Willys edition features a limited-slip rear differential, Rubicon cab rock rails and shocks, and 32-inch BFGoodrich KM2 mud terrain tires. These features, combined with Jeep’s Command-Trac 4x4 part-time, two-speed transfer case with a 2.72:1 low-range gear ratio, bolster the Gladiator Willys’ off-road capability.

This added capability is highlighted by a rugged appearance. Special exterior design cues feature a Willys hood decal, heritage 4WD tailgate decal, unique black 17-inch aluminum wheels with gray pad print and a gloss black sport grille. All-weather slush mats are also standard. The Sport S based Gladiator Willys also includes standard Technology Group with 7-inch radio with connective services and Convenience Group.

The 2021 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.

The Gladiator Willys edition is available in eight colors: Black, Granite Crystal, Sting Gray, Billet, Firecracker Red, White, Hydro Blue and Snazzberry.

The 2021 Jeep Gladiator Willys has a starting MSRP of \$35,265 (plus \$1,495 destination) and is available now.

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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