2017 WRANGLER LIMITED EDITIONS

CHIEF

RUBICON® RECON EDITION

FREEDOM EDITION

WINTER

2017 WRANGLER LIMITED EDITIONS

RUBICON HARD ROCK

BIG BEAR

SMOKY MOUNTAIN
ALOHA, ADVENTURE

Every day is a beach day with the Wrangler Chief. With throwback styling, distinctive interior details and legendary Jeep® Brand capability, you’ll feel good vibes everywhere you go.

- WHITE ACCENT HARDTOP
- POWER DOME VENTED HOOD
- VINTAGE BELTLINE DECAL
- VINTAGE “4-WHEEL DRIVE” DECAL ON TAILGATE
- FINE SILVER EXTERIOR ACCENTS
- BLACK TAILLAMP GUARDS
- BLACK ALUMINUM FUEL FILLER DOOR
- 17-INCH HIGH-GLOSS SILVER ALUMINUM WHEELS
- BFGOODRICH® OFF-ROAD TIRES
- TOPOGRAPHICAL MAP FABRIC SPORT BAR COVER
- SILVER GRAB HANDLE WITH DISTINGUISHING “CHIEF” IMPRINT
- HEATED LEATHER-TRIMMED FRONT SEATS WITH LIGHT DIESEL GRAY STITCHING
- ALPINE® PREMIUM AUDIO SYSTEM
BEST OF BREED

Feel the power, right out of the box. With an extra level of interior refinement and a host of hardcore upgrades makes this one of the most capable production vehicles the Jeep Brand has ever produced.

POWER DOME VENTED HOOD WITH MATTE BLACK DECALS
PREMIUM OFF-ROAD ROCK RAILS WITH TREAD PLATES
WINCH-CAPABLE STEEL BUMPERS
BLACK TAILLAMP GUARDS
BLACK ALUMINUM FUEL FILLER DOOR
MILITARY-INSPIRED DANA® 44 FRONT AXLE
HEAVY-DUTY CAST DIFFERENTIAL COVERS
1/2-INCH SUSPENSION LIFT
17-INCH PAINTED GRANITE CRYSTAL ALUMINUM WHEELS
BFGOODRICH® OFF-ROAD TIRES
SLUSH MATS WITH RED LOGO
MIDNIGHT STAR INTERIOR ACCENTS
“RUBICON” DASH PLAQUE
HEATED LEATHER-TRIMMED FRONT SEATS WITH RED ACCENT STITCHING
POWER CONVENIENCE GROUP
CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND®
JEEP TRAIL RATED® KIT

* A note about this document: all disclaimers and disclosures can be found on the last page.
DISAPPEAR INTO ADVENTURE

Some vehicles are perfect for taking the scenic route, while others are designed for tackling backwood trails. The Wrangler Smoky Mountain is crafted for both.

BODY-COLOR HARDTOP
POWER BULGE HOOD
SMOKY MOUNTAIN HOOD DECAL
HIGH-GLOSS BLACK EXTERIOR ACCENTS
SIDE STEPS
BLACK TAILLAMP GUARDS
BLACK ALUMINUM FUEL FILLER DOOR
18-INCH POLISHED HIGH-GLOSS BLACK ALUMINUM WHEELS
TOPOGRAPHICAL MAP FABRIC SPORT BAR COVER
MIDNIGHT STAR INTERIOR ACCENTS
HEATED LEATHER-TRIMMED FRONT SEATS WITH BLACK STITCHING
POWER CONVENIENCE GROUP
The Wrangler Big Bear is outfitted with condition-conquering capability and eye-catching style – including an exclusive topographical hood decal showing the legendary John Bull Trail in California’s Big Bear Mountains.

- Premium Sunrider® Soft Top
- Topographical Hood Decal
- Black Taillamp Guards
- Black Aluminum Fuel Filler Door
- Steel Rock Rails
- 17-Inch Mid-Gloss Black Aluminum Wheels
- BF Goodrich® All-Terrain KO2™ Off-Road Tires
- All-Weather Slush Mats
- Black Cloth Seats with Black Mesh Inserts
- Leather-Wrapped Steering Wheel
- 115-Volt Outlet
- Power Convenience Group
- Connectivity Group, including UConnect® Voice Command®
- Jeep Trail Rated® Kit
- Made for the Mountain
DESIGNED TO THRILL

Inspired by winter athletes who go beyond the boundaries, the Wrangler Winter has a don’t-hold-back attitude and is equipped for action for those who want to take life head-on.

SNOW TECH EXTERIOR GRAPHICS

TRAC-LOK® LIMITED SLIP REAR DIFFERENTIAL WITH AN AVAILABLE TRU-LOK® ELECTRONIC REAR LOCKER

PREMIUM OFF-ROAD ROCK RAILS

OFF-ROAD STEEL BUMPERS

BLACK GRILLE ACCENTS

BLACK TAILLAMP GUARDS

BLACK ALUMINUM FUEL FILLER DOOR

17-INCH MID-GLOSS BLACK ALUMINUM WHEELS

BFGOODRICH® ALL-TERRAIN KO2™ OFF-ROAD TIRES

ALL-WEATHER SLUSH MATS

HEATED LEATHER-TRIMMED FRONT SEATS WITH CLOTH INSERTS

PIANO BLACK INTERIOR ACCENTS

REMOTE START SYSTEM²

ALPINE® PREMIUM AUDIO SYSTEM

POWER CONVENIENCE GROUP

CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND¹

Black

Rhino

Firecracker

Red

Xtreme

Purple

Chief

White

Granite Crystal

Metallic

Billet Silver

Metallic

Hyper

Green
PERMISSION TO EXPLORE

The Jeep Brand is proud to pay tribute to the patriotic commitment of our service members. A portion from every sale will be donated to the USO in support of our nation’s heroes.

2017 JEEP® WRANGLER
FREEDOM EDITION

PREMIUM SUNRIDER® SOFT TOP
BODY-COLOR FENDER FLARES
STAR AND FLAG DECALS
“OSCAR MIKE” BADGING
MID-GLOSS GRANITE CRYSTAL EXTERIOR ACCENTS
HEAVY-DUTY CAST REAR DIFFERENTIAL COVER
BLACK TAILLAMP GUARDS
BLACK SIDE STEPS
BLACK ALUMINUM FUEL FILLER DOOR
18-INCH MID-GLOSS GRANITE CRYSTAL ALUMINUM WHEELS
BRIDGESTONE DUELER ON/OFF-ROAD ALL-TERRAIN TIRES
LEATHER-TRIMMED FRONT SEATS WITH FABRIC INSERTS AND EMBOSSED LOGO
POWER CONVENIENCE GROUP
CONNECTIVITY GROUP, INCLUDING UCONNECT VOICE COMMAND
115-VOLT OUTLET

BUILD & PRICE > SEARCH NEW INVENTORY >
Inspired by the original Willys CJ, and considered the father of recreational vehicles, the Willys Wheeler combines key off-roading components, open-air driving and classic styling.

- Willys Badging and "4-Wheel Drive" Decal
- Trac-Lok Limited Slip Rear Differential
- High-Gloss Black Exterior Accents
- Off-Road Rock Rails
- 17-Inch High-Gloss Black Aluminum Wheels
- BFGoodrich Mud Terrain Off-Road Tires
- Black Cloth Seats
- Available Half-Metal Doors
- Deep-Tint Windows
- Sport Bar Grab Handles
- All-Weather Slush Mats
- Connectivity Group, Including UConnect Voice Command
- Jeep Trail Rated Kit
- Gobi
- Black
- Rhino
- White
- Firecracker Red
- Billet Silver Metallic
CONQUER TRAILS IN STYLE

Wrangler Rubicon® Hard Rock is a dual-purpose dynamo. It’s fully capable of tackling the gnarliest of trails, but still well-equipped with sophisticated interior creature comforts.

- PREMIUM SUNRIDER® SOFT TOP
- POWER DOME VENTED HOOD
- ROCK-TRAC® 4x4 SYSTEM
- TRU-LOK® FRONT/REAR LOCKING DIFFERENTIALS
- ELECTRONIC FRONT SWAY BAR DISCONNECT
- PREMIUM OFF-ROAD ROCK RAILS
- WINCH-CAPABLE FRONT AND TIRE CARRIER-READY BACK STEEL BUMPERS
- RED FRONT AND REAR TOW HOOKS

- 17-INCH POLISHED SEMI-GLOSS BLACK ALUMINUM WHEELS
- BFGOODRICH MUD TERRAIN TIRES
- BLACK ALUMINUM FUEL FILLER DOOR
- HEATED LEATHER-TRIMMED FRONT SEATS WITH SILVER ACCENT STITCHING
- ALL-WEATHER SLUSH MATS
- LEATHER-WRAPPED STEERING WHEEL
- CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND®
- ALPINE® PREMIUM AUDIO SYSTEM

BUILD & PRICE > SEARCH NEW INVENTORY >
(1) Requires a mobile phone equipped with the Bluetooth Hands-Free Profile. Visit UconnectPhone.com for system and device compatibility. (2) Remote Vehicle Start not available on all vehicles. You are responsible for using remote features in accordance with any laws, rules, or ordinances in effect in your vehicle’s location.

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