Contact: Trevor Dorchies

Todd Goyer

Legendary Jeep® Off-road Prowess Taken to New Level with Wrangler Rubicon 10th Anniversary Edition

- The iconic Jeep Wrangler Rubicon – named after America's most demanding off-road trail – celebrates 10th anniversary with new model
- 2013 Jeep Wrangler Rubicon 10th Anniversary Edition is the most capable production vehicle ever; loaded with hardcore equipment off-road enthusiasts covet
- Off-road features include all-new steel winch-ready bumpers with removable end caps, even more ground clearance, new rock rails and BF Goodrich KM2 Off-road Tires
- Available one-of-a-kind "Anniversary Red" leather interior
- Limited-production Jeep Wrangler Rubicon 10th Anniversary Edition to arrive in showrooms in spring of 2013

November 27, 2012, LOS ANGELES - For more than seven decades, Jeep® vehicles have defined the benchmark in rugged capability and utility. The most recognized of these vehicles has long been and still is the Jeep Wrangler, which has always provided an unmatched level of freedom resulting from the ability to traverse any trail, anywhere.

Ten years ago, for the 2003 model year, Jeep dramatically raised the bar in off-road capability with the introduction of the Wrangler Rubicon model. Named after one of the most grueling off-road trails in the world, the Rubicon models were the most extreme Wranglers ever produced. The 2005 model year saw the introduction of the Wrangler Rubicon Unlimited that brought more utility to the Rubicon's quickly established off-road credentials. Over the last 10 years, the Wrangler Rubicon has won numerous prestigious awards including Four Wheeler magazine's "4x4 of the Decade" honor for its unmatched level of all-around capabilities.

Fast forward to the 2013 model year, with Jeep Wrangler setting sales records and the wildly popular Jeep Wrangler Rubicon turning 10 years young. To celebrate, Jeep is introducing a new, limited-production 2013 Wrangler Rubicon 10th Anniversary Edition. It is the most capable factory-produced Jeep Wrangler ever, packed with equipment die-hard off-road enthusiasts love.

"The Jeep Wrangler Rubicon 10th Anniversary Edition is a tribute to 10 years of Wrangler Rubicon history, and to the Jeep brand's most passionate enthusiasts," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "This Wrangler Rubicon is for them. It is a unique vehicle that we expect will long be sought after, a Wrangler that offers an unprecedented level of capability once only attainable by long hours of custom aftermarket preparation crafted in the garages of the most avid Jeep enthusiasts in the world.

"Now, to celebrate the Wrangler Rubicon's 10th Anniversary, Jeep has created a stunning new example of the Wrangler, available with a striking red leather interior, and a host of standard off-road equipment seen for the first time on a production vehicle," Manley added.

The 2013 Jeep Wrangler Rubicion 10th Anniversary edition will arrive in showrooms in the spring of 2013.

Jeep Wrangler Rubicon 10th Anniversary Edition

Available as a two-door Wrangler or four-door Wrangler Unlimited, the Rubicon 10th Anniversary Edition is the most capable Wrangler ever produced. Based on the Rubicon model, it is available with a standard six-speed manual or available five-speed automatic transmission mated to a Pentastar 3.6-liter V-6 engine producing 285 horsepower and 260 ft.-lbs. of torque. The Jeep part-time four-wheel-drive system has electronic-locking front and rear Dana 44 axles

that receive power through a Rock-Trac transfer case with a “4-Low” ratio of 4:1. A 4.10 axle ratio front and rear is also standard as are Tru-Lok locking differentials. With a six-speed manual transmission, the Wrangler Rubicon 10th Anniversary Edition has an impressive crawl ratio of 73.1:1 that makes it a breeze to negotiate any obstacle.

The Jeep Wrangler Rubicon 10th Anniversary Edition has many exclusive features that make it distinctive, as well as the most off-road capable Wrangler in history. A one-half inch increase in ride height versus the standard Rubicon model provides the BF Goodrich KM2 265/70R17 tires more room to claw at rugged terrain. The tires are mounted on 17-inch Rubicon aluminum wheels painted satin black with polished faces and a red Jeep Wrangler “icon” logo on the outside lip.

Black front and rear steel off-road bumpers toughen up the exterior, with the front bumper featuring removable end caps and a winch-capable design. These removable end caps help the Wrangler climb obstacles without hindrance, and reduce the damage potential to the bumper system. A dual-intake Power Dome hood helps aid in engine cooling and gives Wrangler a more menacing appearance. Red tow hooks adorn the front and rear, and Mopar rock rails give added protection from trail damage. Mopar also supplies the black fuel filler door and tail lamp guards. “10th Anniversary” badging on the fenders and a red-silhouette “Rubicon” decal on the sides of the hood add the finishing touches on the exterior.

The Wrangler Rubicon 10th Anniversary Edition comes standard with a Premium Sunrider soft top and is available with a black three-piece Freedom hard top or body-color hard top. Available exterior colors for the Wrangler Rubicon 10th Anniversary Edition are Billet Silver, White and 10th Anniversary Edition-exclusive Anvil.

The interior has many special touches as well. Striking red leather seats with “Rubicon 10th Anniversary” embroidered into the front seat backs grab attention at first glance. Red stitching adorns the leather-wrapped steering wheel and the center console. A unique gauge cluster features a “10th Anniversary” signature and also features a premium Electronic Vehicle Information Center (EVIC) with various read-outs such as oil pressure, oil temperature and tire pressure. The passenger grab handle includes a “Rubicon 10th Anniversary” badge and features Quick Silver accents that are also found on the vent rings, steering wheel spokes and door pulls.

Final design touches include Mopar slush mats, unique axle locker and sway-bar disconnect switches and a plaque mounted in the dash tray that features the vehicle’s technical data, such as axle type and ratio, tire size, transfer case crawl ratio and manufacturer location.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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