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Jeep® Introduces New 2014 Wrangler Dragon Edition

- Jeep® Wrangler Dragon Edition built from the popular concept first seen at the 2012 Beijing International Automotive Exposition
- New Wrangler Dragon Edition adorned with Black and Bronze Satin Gloss exterior and interior treatments
- Special-edition model in Jeep showrooms this fall starting at a U.S. Manufacturers Suggested Retail Price (MSRP) of \$36,095
- Jeep Wrangler sales up 12 percent in 2013

September 11, 2013, Auburn Hills, Mich. - Last year, the Jeep® brand introduced a unique Wrangler Dragon Design Concept at the Beijing International Automotive Exposition to wide acclaim across the globe, and particularly throughout the Jeep enthusiast community. On the heels of this positive feedback, Jeep is introducing the new 2014 Wrangler Dragon Edition.

The eye-catching new Jeep Wrangler Dragon will be a limited-production special edition, available in Jeep showrooms in North America this fall.

"When we introduced the Jeep Wrangler Dragon Design Concept last year, we received tremendously positive feedback," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Our loyal Jeep enthusiasts asked us to build this unique Wrangler, and we are delivering exactly what they've asked for. The new 2014 Jeep Wrangler Dragon Edition boasts a stunning, unique, upscale design with styling cues that make it unlike any Wrangler ever seen before."

The dragon symbolizes strength and power and is an aspirational character normally associated with royalty and good fortune. It was these characteristics that inspired the upscale design of the Jeep Wrangler Dragon Edition. Based on the Jeep Wrangler Sahara, the Dragon Edition has numerous unique exterior and interior styling cues consumers will appreciate. Available only in Black and as a four-door Unlimited model, the Jeep Wrangler Dragon Edition features Bronze Satin Gloss trim inside and out.

The U.S. Manufacturers Suggested Retail Price (MSRP) for the Jeep Wrangler Dragon Edition is \$36,095. Through August, Jeep Wrangler sales are up 12 percent in 2013.

2014 Jeep Wrangler Dragon Edition

The Jeep Wrangler Dragon Edition is painted Black with a black body-color three-piece hard top. From there, the designers incorporated numerous Bronze Satin Gloss details found inside the front grille slats, headlamp surrounds and on the Jeep badging. The unique 18-inch five-spoke alloy wheels are matte black with a Satin Bronze high-gloss outer edge.

The exterior also features gloss-black appliques on the front and rear bumpers, and a Dark Charcoal dragon decal that starts on the hood and runs along the driver's side of the vehicle. Final exterior touches include a Mopar® fuel-filler door and a black spare tire cover with dragon decal.

The black and bronze theme continues inside with heated black Nappa leather seating surfaces with Satin Bronze Dragon Scale on the outer bolster surfaces, center console arm rest and steering wheel.

Other interior touches include high-gloss black instrument panel bezels and door handles and Satin Bronze accent

trim on the steering wheel spokes and passenger-side dashboard grab handle. Finishing the interior modifications are matching bronze bound floor mats and a unique dragon graphic overlay in the gauge cluster.

2014 Jeep Wrangler

The iconic Jeep Wrangler – the most capable and recognized vehicle in the world – kicks off the new model year with new features such as a new Trail Kit featuring two D-rings, a tow strap, gloves and a bag to store the items. Clear park lamps and turn signal indicators replace the amber units, and Sport models can now be equipped with the Uconnect 6.5-inch touchscreen radio with hard drive storage and SiriusXM Radio. Sport models also have an available 32-inch Tire and Wheel Group featuring semi-gloss black 17-inch Rubicon aluminum wheels and BF Goodrich KM LT255/75R17 off-road tires.

Chrysler Group's 3.6-liter Pentastar V-6 engine – two-time winner of the prestigious Ward's 10 Best Engines award – delivers 285 horsepower and 260 lb.-ft. of torque and up to 21 miles per gallon. It is engineered to provide a broad torque band with a focus on low-end torque, an essential trait needed for extreme off-roading. Engineers also designed the oil sump to provide oil to the pump even at extreme vehicle angles, and the alternator was placed up high so Wrangler can maintain its water-fording capability.

The 2014 Jeep Wrangler delivers unmatched off-road capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience. Wrangler continues to offer a body-on-frame design, front and rear five-link suspension system, live axles, electronic lockers, and is one of the few mid-size SUVs that offer a six-speed manual transmission – in addition to its five-speed automatic transmission.

Jeep Wrangler has always had a unique variety of colors to choose from, and 2014 is no different. New exterior colors include: Amp'd, Anvil, Copperhead, Flame Red, Granite Crystal and Hydro Blue (Freedom edition only). Billet Silver, Bright White, Black and Dune continue for 2014.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand 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 includes Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all 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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