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Jeep® Offers Special-edition Wrangler Freedom Model for 2020 as a Tribute to U.S. Military

- Wrangler Freedom edition honors U.S. military members, with military-themed exterior and interior design cues
- Jeep® brand will make a $250 donation to the USO with every Wrangler Freedom edition sold
- Special-edition vehicle is based on Wrangler Sport S and features unique exterior and interior content
- Production for Wrangler Freedom model begins this month, starting with Firecracker Red, Bright White and Ocean Blue-painted editions for the first production run

November 8, 2019, Auburn Hills, Mich. - The Jeep® brand is returning the Wrangler Freedom edition to the iconic SUV's lineup. The 2020 Jeep Wrangler Freedom edition is a tribute to U.S. military members, with military-themed exterior and interior design cues. The Jeep brand will make a $250 donation to the United Service Organizations (USO) with every Wrangler Freedom edition sold.

"We are thrilled to bring the Wrangler Freedom model back to the Jeep lineup as a tribute to active and retired members of the U.S. military," said Jim Morrison, Head of Jeep Brand – North America. "The Jeep brand has a long military history and the new Wrangler Freedom model is a small, but important way we can honor those who have and continue to serve their country."

This special-edition vehicle is based on the Wrangler Sport S and features unique exterior and interior content. Exterior features include an American flag placed above the Jeep brand logo on both the driver and passenger side near the front fenders, a new hard "Oscar Mike" badge - a military phrase that translates to "On the Move" - on the rear tailgate, as well as a large "Oscar Mike" military star decal on the hood, a black premium Sunrider soft-top with deep-tint rear windows, Satin Carbon-painted 17-inch aluminum alloy wheels with all-terrain tires and side steps.

Interior treatments on the Jeep Wrangler Freedom include McKinley black cloth seats with black leather bolsters, featuring Light Tungsten accent stitching, "Oscar Mike" embossed on the seat backs in Light Tungsten accent stitching, and on the steering wheel, doors, seats and front armrest.

The Wrangler Freedom Edition will first be offered in Firecracker Red, Bright White and Ocean Blue for the first production run with Black, Granite Crystal, Sting Gray, Billet, Punk'n, Hellayella and Bikini following shortly after.

The 2020 Jeep Wrangler Freedom has an MSRP of $34,190 for the two-door model and $37,690 for the four-door version.

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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