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Jeep® Brand Expands Wrangler and Gladiator Lineup With Premium High Altitude Model

- New 2020 Jeep® Wrangler and Jeep Gladiator High Altitude debut at Chicago Auto Show
- Wrangler and Gladiator models boast an unmatched combination of customized appearance, premium content and 4x4 capability
- Wrangler and Gladiator High Altitude deliver customized, sophisticated styling, a well-appointed interior, a long list of premium standard features and legendary Jeep 4x4 capability
- Wrangler and Gladiator High Altitude models will arrive in Jeep showrooms in the second quarter of 2020

February 6, 2020, Chicago - As the Chicago Auto Show opens this weekend, the Jeep® brand is introducing new editions of the Wrangler and Gladiator in the form of new High Altitude models, which deliver a new level of premium content combined with legendary Jeep 4x4 capability and a new customized appearance.

“Our new Jeep Wrangler and Gladiator High Altitude are in direct response to customers who continue to ask for even more luxurious materials, premium content and technology in two of the most capable vehicles that we’ve ever offered,” said Jim Morrison, Head of Jeep Brand – FCA North America. “We’ve taken the most capable SUV and midsize pickup on the planet and delivered a pair of truly unique vehicles, inside and out, so there’s clearly no compromise between luxury and capability.”

Wrangler and Gladiator High Altitude models will arrive in Jeep showrooms in the second quarter of 2020.

2020 Jeep Wrangler and Gladiator High Altitude
Packed with standard premium amenities, the new 2020 Jeep Wrangler and Gladiator High Altitude represent the top of the line in Jeep luxury and capability.

The exterior of each High Altitude edition model boasts a premium look starting with new 20-inch fully painted gloss black aluminum wheels and a full suite of exterior LED lights — daytime running lamps with LED accents, front LED fog lamps, LED reflector headlamps and LED taillamps.

Premium exterior enhancements continue with matching body-color treatments – hardtop, fender flares, exterior mirrors, door handles, tailgate handle, as well as the front and rear bumpers – that distinguish the High Altitude models. Running boards with an integrated step and a matte black Trail Rated badge round out the luxurious look of each High Altitude model.

Inside the cabin, High Altitude models feature a full leather luxury interior boasting a leather-wrapped dashboard, center console and door panels, and Nappa leather seats with quilting. Two interior color options Black and Steel Gray (late availability), as well as a black leather-wrapped steering wheel, are offered as well.

Wrangler and Gladiator High Altitude models mark the first time either vehicle has featured 20-inch wheels. Bridgestone Dueler H/L Alenza all-season tires (275/55R20) provide the perfect balance of looks and rugged all-terrain capability.

An array of technology and other premium features are also standard on the High Altitude models: 8.4-inch touchscreen display with Alpine premium audio system, 4G LTE Wi-Fi hotspot, automatic high-beam headlamp control, GPS navigation, remote proximity keyless entry, Blind-spot Monitoring, Rear Cross Path detection and ParkView rear backup camera with dynamic grid lines.

Jeep Wrangler and Gladiator High Altitude models are available in Billet Silver, Black, Bright White, Gobi (Gladiator exclusive), Granite Crystal, and Ocean Blue (Wrangler exclusive), Snazzberry (late availability) exterior paints.

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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