Contact: Trevor Dorchies

Todd Goyer

Rocky Mountain Automotive Press Association Names All-new 2020 Jeep® Gladiator 'Truck of the Year'

- 2020 Jeep® Gladiator named Rocky Mountain Automotive Press (RMAP) "Truck of the Year" in its first year of eligibility
- RMAP jurors considered attributes like performance, fuel economy, value and vehicle features before a winner was named
- Winner voted on by 95 expert jurors from print, television, digital outlets and radio from across the central United States

April 3, 2020, Auburn Hills, Mich. - The Rocky Mountain Automotive Press (RMAP) has named the all-new 2020 Jeep® Gladiator "Truck of the Year."

"As the voting finished up for the Rocky Mountain Automotive Press vehicle of the year, we were thrilled to have the 2020 Jeep Gladiator come out on top," said RMAP President Craig Conover. "When it comes to an iconic name, Jeep has to be one of the top in the industry and we at RMAP definitely felt the new Gladiator was worthy of this award. We are thrilled to have it as our Truck of the Year in the Rocky Mountain region."

For RMAP's Truck of the Year award, the vehicle nominating committee considered a number of attributes, including performance, fuel economy, value and vehicle features, to narrow down the field to three finalists. After voting by the entire RMAP membership was tallied, the 2020 Jeep Gladiator was voted the winner.

RMAP

2020 marks the 14th annual Rocky Mountain Vehicle of the Year awards. The goal is to recognize trucks that are all-new or significantly revised for the 2020 model year. In order to be eligible for the award, vehicles must be in the Rocky Mountain regional press fleet and available for RMAP members to test. RMAP is a professional association comprised of 95 automotive media members in Colorado, Utah, Wyoming, New Mexico, Arizona, Nebraska and Kansas. RMAP members reach millions of potential car, SUV, and truck buyers via the internet, in print, on TV, or via radio. RMAP journalists regularly receive manufacturer press fleet vehicles for review and testing. They also interact with automaker's executives, engineers, designers, and other representatives to learn all the details about the latest vehicles. Ultimately, RMAP members serve to help the buying public make educated choices regarding purchasing or leasing vehicles.

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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