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Buried Under Six Tons of Mud, All-new 2007 Jeep® Wrangler Unlimited Revealed in New York

"Down and Dirty" Press Conference at New York International Auto Show Unearths First-ever Four-door Wrangler; Christens Jeep Patriot

- World's most capable SUV available with Jeep-unique 4x4x4 design
- All-new Wrangler Unlimited offers even more Jeep: more off-road capability, on-road refinement, interior space and comfort, open-air options, power torque, safety and convenience
- Jeep Patriot offers more capability than any SUV in its class, as well as a new entry-level price point for the Jeep brand

April 11, 2006, New York -

Not afraid to get dirty, Jeep® today revealed the all-new 2007 Wrangler Unlimited from underneath six tons of mud.

Outside of the Javits Center, the beginning of the Jeep press conference featured only a simple mound of mud on stage, but quickly became one of the dirtiest vehicle reveals in New York International Auto Show history. Within minutes, a fire truck roared in with sirens blaring. Several individuals emerged from the truck and blasted mud off the first-ever four-door Wrangler. When uncovered, Jeep's classic American icon debuted with a radical four-door open-air design — the all-new 2007 Jeep Wrangler Unlimited.

Video replay of Chrysler Group's world premieres at the 2006 New York International Auto Show (Windows Media Player required):

[High bandwidth](#)

[Low bandwidth](#)

The mudslinging didn't stop there. Jeep also made a splash with the world debut of the all-new 2007 Jeep Patriot. Executives christened the newest, most capable and most affordable compact SUV into the Jeep lineup. But forget champagne. Jeep Patriot wants to get dirty, so the crowd got into the mix, dumping barrels and balloons full of mud onto Patriot to give it a proper welcome to the Jeep brand.

"In true Jeep fashion, we decided to get outside and play in the mud to introduce the all-new 2007 Jeep Wrangler Unlimited and 2007 Jeep Patriot," said Joe Eberhardt, Executive Vice President – Global Sales, Marketing and Service, Chrysler Group. "No other vehicle in the world can replicate the Wrangler Unlimited's unique combination of four-door convenience, open-air driving experience and unmatched off-road capability. And no other vehicle in the compact SUV class can match Patriot's price or capability."

2007 Jeep Wrangler

Featuring a one-of-a-kind, four-door open-air design, the all-new 2007 Jeep Wrangler Unlimited expands the Jeep experience to new dimensions. With room for five adult passengers — a Wrangler first — and the most cargo space ever offered in a Wrangler, the Unlimited combines class-leading off-road capability with everyday practicality.

The all-new 2007 Jeep Wrangler Unlimited features a 116-inch wheelbase, achieved by adding 20.6 inches to the standard all-new 2007 Wrangler's 95.4-inch wheelbase. The additional length allows for a larger rear seat that features three seating positions, as well as more hip, leg and shoulder room. In addition, Wrangler Unlimited offers

nearly triple the rear cargo space.

Offered in two-wheel drive and four-wheel drive, Jeep Wrangler Unlimited utilizes the same five-link solid-axle suspension configuration as the standard 2007 Jeep Wrangler. The all-new 2007 Jeep Wrangler Unlimited also retains Wrangler's coveted removable full-framed or half doors, exposed hinges, fold-down windshield and innovative removable and convertible tops.

The all-new 2007 Jeep Wrangler Unlimited will be offered in three models: Wrangler Unlimited X, Sahara and Rubicon, and will feature hundreds of different top, door and windshield combinations. In addition, nine exterior colors and available 16-, 17-, or 18-inch wheels will be offered.

2007 Jeep Patriot

The all-new Jeep Patriot combines the packaging and interior flexibility of an SUV with the performance, handling, fuel economy and price of a compact car or small pickup. Jeep Patriot will be the gateway to the Jeep brand with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) below Jeep Compass, which starts at \$15,985 (including \$560 destination charges).

In addition to its entry-level price, all-new Jeep technology gives Patriot more capability than any other vehicle in its class. Patriot will be available with three drive configurations: front-wheel drive, Freedom Drive I and the Freedom Drive II Off-Road Package, which includes a second-generation Continuously Variable Transaxle (CVT2L) with low range, 17-inch all-terrain tires and aluminum wheels, a full-size spare tire, air-filtration system, skid plates, tow hooks, fog lamps and seat height adjuster. This system is recommended for true off-road situations that include steep grades, wheel lift and rock or log climbing.

Jeep Patriot also offers confidence in all driving conditions, with many standard safety features, including side-curtain air bags, Brake Traction Control, driver-controlled three-mode ESP, Brake Assist, Electronic Roll Mitigation and anti-lock brakes with rough-road detection.

Even More Vehicle Offerings in Jeep Showroom

The Jeep brand offers customers "even more" with its expansion of rugged, versatile, innovative four-wheel-drive vehicles, further solidifying its standing as the global leader in the sport-utility market.

Hot on the trails of the newly introduced 2007 Jeep Compass, 2007 Jeep Wrangler and 2007 Jeep Patriot, the all-new 2007 Jeep Wrangler Unlimited again underscores the brand's commitment to its core attributes of freedom, adventure, mastery, authenticity and capability with its first-ever four-door convertible.

The Jeep Wrangler customer is truly unique in that many have wanted a Wrangler for years. "I've always wanted one" is a commonly expressed sentiment. The all-new 2007 Jeep Wrangler Unlimited effectively grows Jeep Wrangler's appeal by offering authentic off-road capability to those who desire more space and versatility.

Jeep's global lineup now includes Jeep Commander, Jeep Grand Cherokee, Jeep Liberty (Cherokee outside North America), Jeep Compass, Jeep Patriot and the legendary Jeep Wrangler and Jeep Wrangler Unlimited.

The Jeep brand continues to gain momentum, with 2005 sales up 12 percent over 2004. More than 400,000 Jeep SUVs were sold in the U.S. last year.

Jeep Trail Rated®

The Jeep Trail Rated badge on the all-new 2007 Jeep Wrangler Unlimited verifies that the vehicle has been designed to perform in a variety of challenging off-road conditions identified by five key off-road performance categories: traction, ground clearance, maneuverability, articulation and water fording.

Jeep Trail Rated is an industry-leading methodology that objectively measures and consistently predicts off-road performance for all Jeep vehicles. Through a combination of natural and controlled field tests, as well as computer-simulated environments, Jeep Trail Rated provides a repeatable and consistent measurement of off-road performance for Jeep vehicles. Only Jeep vehicles are Trail Rated.

Worldwide Availability

The all-new 2007 Jeep Wrangler Unlimited will be sold in more than 100 countries throughout the world, in both left- and right-hand-drive models. Wrangler Unlimited will be available with a new 3.8-liter V-6 engine and

a diesel engine will also be available for key diesel markets outside of North America. Built at Chrysler Group's [Toledo Assembly Plant](#) in Toledo, Ohio, the 2007 Jeep Wrangler Unlimited will arrive in U.S. Jeep dealerships in the fall of 2006, and will follow to international markets starting in the first half of 2007.

The 2007 Jeep Patriot will be available in U.S. dealerships in the fourth quarter of 2006 and in global volume markets in both left- and right-hand drive starting in the first half of 2007.

Production of the 2007 Jeep Patriot begins in the third quarter of 2006 at the newly refurbished Belvidere (Ill.) Assembly Plant. The new 172-horsepower 2.4-liter World Engine that powers the Patriot is built in the state-of-the-art [Global Engine Manufacturing Alliance Assembly](#) (GEMA) plant in Dundee, Mich.

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