

2012 Jeep® Wrangler Design

True Jeep® Heritage Combined with Modern Styling

- **The most recognized vehicle in the world stays true to original design**
- **Interior all-new for 2011 and includes improved ergonomics and upgraded materials throughout**
- **Body-color hardtop on Sahara and Rubicon models creates aesthetic appeal and premium appearance**
- **Power-heated mirrors and heated seats**
- **Impressive visibility courtesy of large rear windows**

While keeping the iconic Jeep® Wrangler's recognizable exterior true to its original design, for 2011 Jeep designers introduced an all-new, more comfortable and premium interior – combining legendary, benchmark capability with rich, modern styling, with significantly upgraded touch surfaces, occupant comfort and versatility.

Jeep designers also introduced a body-color hardtop to Wrangler and Wrangler Unlimited Sahara models beginning in 2011, providing a new, premium appearance. The new body-color hardtop is available on both Sahara and Rubicon models for 2012. The eye-catching, innovative option gives Wrangler an upscale presence without changing the form.

“Customers instantly recognize Wrangler as the visual that defines the Jeep brand,” said Mark Allen, Head of Jeep Design — Chrysler Group LLC. “It’s critically important to maintain the styling, shape and capability that exude Jeep's heritage. The open-air experience, flat surfaces and exposed hinges generate an on- and off-road charisma that is, and always will be, Wrangler.

“While Wrangler will always stay true to its original form, it’s important that we continue to evolve the successful formula, and we’ve done that with the new interior and more premium exterior appearance,” Allen added.

Offered in four models – Sport, Sport S, Sahara and Rubicon – the Jeep Wrangler and Wrangler Unlimited achieve best-in-class off-road capability.

Exterior

Wrangler's signature features include classic round headlamps, a seven-slot grille, removable doors, exposed hinges, a fold-down windshield and innovative removable and convertible tops that allow Jeep Wrangler and Wrangler Unlimited to retain the brand's coveted core values of freedom, adventure, mastery and authenticity.

A flat, clamshell hood meets trapezoid fender flares, which are more resistant to dents and corrosion. The fenders are bolt-on and can be removed allowing customers to customize their vehicle.

With an exposed gas-filler cap and tailgate mounted spare tire, the rear of the Jeep Wrangler maintains its rugged appeal. Taillamps are placed on the body rather than flush mount – a time-honored Jeep Wrangler characteristic – and are reminiscent of the 1941 Jeep Willys' design.

Additionally, Wrangler is available with half doors or full doors, and a choice of hard, soft or dual tops. Doors include traditional check straps, which also house wiring for optional power window and door lock features.

Sahara models include side steps and Rubicon models come standard with heavy-duty rock rails. All Wrangler models feature step assists mounted to the body with a diamond plate texture on the surface for added step-in traction.

Three new colors are available on the 2012 Jeep Wrangler and Wrangler Unlimited: Dozer Yellow, Deep Molten Red and Crush Orange. Wrangler also is available in Natural Green, Deep Forest Green Pearl Coat, Black Crystal Pearl Coat, Bright Silver Metallic Clear Coat, Flame Red Clear Coat, Sahara Tan, Cosmos Blue and Bright White.

Interior

The 2012 Jeep Wrangler and Wrangler Unlimited interior highlights include an ergonomically designed instrument panel and plenty of storage areas with quality materials. A lockable console and door armrest areas boast comfortable touch points for elbows and Wrangler now features coat hooks.

A well-designed center stack is easy to reach and operate. Heated seats and heated power mirrors are available and drivers and passengers will enjoy automatic temperature controls as well as outstanding visibility courtesy of large rear windows.

The Jeep Wrangler Unlimited's 102.9 cu. ft. of total interior space features plenty of room for five adults and delivers a number of cargo storage areas and seating configurations. The rear seat splits 60/40, and easily folds flat, creating 86.75 cu. ft. of total storage volume. The two-door Wrangler includes a removable, fold-and-tumble seat creating additional versatility and storage capacity up to 61.2 cu. ft.

With room for five adults, Jeep Wrangler Unlimited remains the only four-door convertible on the market.

The steering wheel includes controls that allow the driver to operate radio, cruise control, handsfree phone and other vehicle functions while keeping their hands on the wheel. A USB device interface connects to storage devices (thumb drives and most MP3 players) for use with the vehicle's stereo system, which includes Bluetooth® streaming audio.

Twelve-volt accessory outlets are located throughout the Wrangler and a 115-volt outlet is available to provide power similar to AC outlets in the home.

In line with traditional Jeep design, hex-head bolts are utilized throughout the interior, and are used to mount a "Jeep Since 1941" inlay onto the passenger grab handle.

