FREEDOM THAT'S UNIQUELY YOURS

2017 WRANGLER LIMITED EDITIONS

CHIEF

RUBICON® RECON EDITION

FREEDOM EDITION

WINTER

RUBICON HARD ROCK

BIG BEAR

WILLYS WHEELER

SMOKY MOUNTAIN
ALOHA, ADVENTURE

Every day is a beach day with the Wrangler Chief. With throwback styling, distinctive interior details and legendary Jeep® Brand capability, you'll feel good vibes everywhere you go.

- WHITE ACCENT HARDCAP
- POWER DOME VENTED HOOD
- VINTAGE BELTLINE DECAL
- VINTAGE “4-WHEEL DRIVE” DECAL ON TAILGATE
- FINE SILVER EXTERIOR ACCENTS
- BLACK TAILLAMP GUARDS
- BLACK ALUMINUM FUEL FILLER DOOR
- 17-INCH HIGH-GLOSS SILVER ALUMINUM WHEELS
- BFGOODRICH® OFF-ROAD TIRES
- TOPOGRAPHICAL MAP FABRIC SPORT BAR COVER
- SILVER GRAB HANDLE WITH DISTINCTIVE “CHIEF” IMPRINT
- HEATED LEATHER-TRIMMED FRONT SEATS WITH LIGHT DIESEL GRAY STITCHING
- ALPINE® PREMIUM AUDIO SYSTEM
BEST OF BREED

Feel the power, right out of the box. With an extra level of interior refinement and a host of hardcore upgrades makes this one of the most capable production vehicles the Jeep Brand has ever produced.

- POWER DOME VENTED HOOD WITH MATTE BLACK DECALS
- PREMIUM OFF-ROAD ROCK RAILS WITH TREAD PLATES
- WINCH-CAPABLE STEEL BUMPERS
- BLACK TAILLAMP GUARDS
- BLACK ALUMINUM FUEL FILLER DOOR
- MILITARY-INSPIRED DANA® 44 FRONT AXLE
- HEAVY-DUTY CAST DIFFERENTIAL COVERS
- 1/2-INCH SUSPENSION LIFT
- 17-INCH PAINTED GRANITE CRYSTAL ALUMINUM WHEELS
- BFGOODRICH® OFF-ROAD TIRES
- SLUSH MATS WITH RED LOGO
- MIDNIGHT STAR INTERIOR ACCENTS
- "RUBICON®" DASH PLAQUE
- HEATED LEATHER-TRIMMED FRONT SEATS WITH RED ACCENT STITCHING
- POWER CONVENIENCE GROUP
- CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND
- JEEP TRAIL RATED® KIT

* A note about this document: all disclaimers and disclosures can be found on the last page.
DISAPPEAR INTO ADVENTURE

Some vehicles are perfect for taking the scenic route, while others are designed for tackling backwood trails. The Wrangler Smoky Mountain is crafted for both.

- Body-color hardtop
- Power bulge hood
- Smoky mountain hood decal
- High-gloss black exterior accents
- Side steps
- Black taillamp guards
- Black aluminum fuel filler door
- 18-inch polished high-gloss black aluminum wheels
- Topographical map fabric sport bar cover
- Midnight star interior accents
- Heated leather-trimmed front seats with black stitching
- Power convenience group

2017 JEEP® WRANGLER

Bright White
Billet Silver Metallic
Granite Crystal Metallic
Rhino
Black

Search inventory
The Wrangler Big Bear is outfitted with condition-conquering capability and eye-catching style – including an exclusive topographical hood decal showing the legendary John Bull Trail in California’s Big Bear Mountains.
DESIGNED TO THRILL

Inspired by winter athletes who go beyond the boundaries, the Wrangler Winter has a don’t-hold-back attitude and is equipped for action for those who want to take life head-on.

SNOW TECH EXTERIOR GRAPHICS
TRAC-LOK® LIMITED SLIP REAR DIFFERENTIAL WITH AN AVAILABLE TRU-LOK® ELECTRONIC REAR LOCKER
PREMIUM OFF-ROAD ROCK RAILS
OFF-ROAD STEEL BUMPERS
BLACK GRILLE ACCENTS
BLACK TAILLAMP GUARDS
BLACK ALUMINUM FUEL FILLER DOOR
17-INCH MID-GLOSS BLACK ALUMINUM WHEELS
BFGOODRICH® ALL-TERRAIN KO2™ OFF-ROAD TIRES
ALL-WEATHER SLUSH MATS
HEATED LEATHER-TRIMMED FRONT SEATS WITH CLOTH INSERTS
PIANO BLACK INTERIOR ACCENTS
REMOTE START SYSTEM
ALPINE® PREMIUM AUDIO SYSTEM
POWER CONVENIENCE GROUP
CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND

BLACK Rhino
Firecracker Red
Xtreme Purple
Chief White
Granite Crystal Metallic
Billet Silver Metallic
Hyper Green
PERMISSION TO EXPLORE

The Jeep Brand is proud to pay tribute to the patriotic commitment of our service members. A portion from every sale will be donated to the USO in support of our nation’s heroes.

2017 JEEP® WRANGLER FREEDOM EDITION

- PREMIUM SUNRIDER® SOFT TOP
- BODY-COLOR FENDER FLARES
- STAR AND FLAG DECALS
- “OSCAR MIKE” BADGING
- MID-GLOSS GRANITE CRYSTAL EXTERIOR ACCENTS
- HEAVY-DUTY CAST REAR DIFFERENTIAL COVER
- BLACK TAILLAMP GUARDS
- BLACK SIDE STEPS
- BLACK ALUMINUM FUEL FILLER DOOR
- 18-INCH MID-GLOSS GRANITE CRYSTAL ALUMINUM WHEELS
- BRIDGESTONE DUELER ON/OFF-ROAD ALL-TERRAIN TIRES
- LEATHER-TRIMMED FRONT SEATS WITH FABRIC INSERTS AND EMBOSSED LOGO
- POWER CONVENIENCE GROUP
- CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND™
- 115-VOLT OUTLET

BUILD & PRICE > SEARCH NEW INVENTORY >
INSPIRED TO LEAD

Inspired by the original Willys CJ, and considered the father of recreational vehicles, the Willys Wheeler combines key off-roading components, open-air driving and classic styling.

- Willys badging and "4-Wheel Drive" decal
- Trac-Lok limited slip rear differential
- High-gloss black exterior accents
- Off-road rock rails
- 17-inch high-gloss black aluminum wheels
- BFGoodrich mud terrain off-road tires
- Black cloth seats
- Available half-metal doors
- Deep-tint windows
- Sport bar grab handles
- All-weather slush mats
- Connectivity group, including UConnect voice command
- Jeep Trail Rated kit
- Gobi
- Black
- Rhino
- White
- Firecracker Red
- Billet Silver Metallic
CONQUER TRAILS IN STYLE

Wrangler Rubicon® Hard Rock is a dual-purpose dynamo. It's fully capable of tackling the gnarliest of trails, but still well-equipped with sophisticated interior creature comforts.

PREMIUM SUNRIDER® SOFT TOP
POWER DOME VENTED HOOD
ROCK-TRAC® 4x4 SYSTEM
TRU-LOK FRONT/REAR LOCKING DIFFERENTIALS
ELECTRONIC FRONT SWAY BAR DISCONNECT
PREMIUM OFF-ROAD ROCK RAILS
WINCH-CAPABLE FRONT AND TIRE CARRIER-READY BACK STEEL BUMPERS
RED FRONT AND REAR TOW HOOKS
17-INCH POLISHED SEMI-GLOSS BLACK ALUMINUM WHEELS
BFGOODRICH MUD TERRAIN TIRES
BLACK ALUMINUM FUEL FILLER DOOR
HEATED LEATHER-TRIMMED FRONT SEATS WITH SILVER ACCENT STITCHING
ALL-WEATHER SLUSH MATS
LEATHER-WRAPPE STEERING WHEEL
CONNECTIVITY GROUP, INCLUDING UCONNECT® VOICE COMMAND®
ALPINE® PREMIUM AUDIO SYSTEM
(1) Requires a mobile phone equipped with the Bluetooth Hands-Free Profile. Visit UconnectPhone.com for system and device compatibility. (2) Remote Vehicle Start not available on all vehicles. You are responsible for using remote features in accordance with any laws, rules, or ordinances in effect in your vehicle’s location.

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