





APABILITY WITHOUT COMPROMISE. IT BEATS WITH A NEW HEART AND DRIVES WITH THE SAME SOUL. FOR A SERIOUS EXPLORATION OF WORLDLY WILDS, THE LEGENDARY CAPABILITY OF THE 2012 JEEP® WRANGLER EXPANDS ITS POWER WITH THE NEW PENTASTAR® V6 ENGINE. ITS CABIN ADDS REFINED TOUCHES, YET REMAINS TRUE TO ITS TRAIL RATED® SPIRIT. COURAGE, ENDURANCE, AND FULL-ON GLORY TELL THE TALE OF THIS ICON AN AUTHENTIC STORY OF ADVENTURE FOR MORE THAN 70 YEARS.









ADVENTURE FROM THE TOP DOWN.

A NEW HEART. THE SAME SOUL. THE 2012 WRANGLER'S NEW PENTASTAR® 3.6L ENGINE ROARS TO LIFE, BRINGING A 10 PERCENT IMPROVEMENT IN EFFICIENCY AND A 40 PERCENT INCREASE IN HORSEPOWER. THE NEW PENTASTAR 3.6L ENGINE LEADS WRANGLER'S POWERTRAIN ON ITS RENOWNED JOURNEY TO OPEN-AIR FREEDOM.

NEW PENTASTAR 3.6L V6 ENGINE



Delivering refinement and power, the Pentastar 3.6L V6 engine answers the call for more muscle to match Wrangler's legendary brawn. Boasting a 40 percent increase in horsepower, the 3.6L delivers 285 horsepower with 260 lb-ft of torque. These numbers translate to a dramatically improved on-road presence and a nice uptick in off-road capability.



- SUNRIDER® SOFT TOP. The standard Sunrider soft top features a convenient cable release that quickly lets the sunshine in without having to fold back the entire top. Or, fold and tuck it all away. It's made of a three-ply fabric that helps deflect road sounds, absorb wind noise, and enhance insulation.
- FREEDOM TOP® HARDTOP. This available three-piece modular hardtop allows sun-exposure control by separating into three pieces. The Freedom Top Carrier is an available Authentic Jeep® Accessory by Mopar,® allowing the panels to be conveniently carried on the spare tire.









CHOOSE YOUR OUTLOOK

From Wrangler's point of view, the sky's the limit. You'll always see standard removable full-framed doors and a fold-down windshield."* Select your available canopies with the Sunrider* soft top, hardtop, or go with Sahara's bodycolor hardtop. No other 4x4 comes close to offering as many top configurations as Wrangler provides for sun-loving adventurers.



PENTASTAR PULL. The new V6 is cast from lightweight aluminum and sips regular octane gasoline.

NEW 5-SPEED AUTOMATIC TRANSMISSION. Features a 175K torque converter. The standard 6-speed manual

transmission gets redressed with new clutch housing and



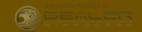
ROCK-SOLID UNDERPINNINGS. Wrangler is built with a body-on-frame design that's fully boxed for strength, stiffness, and durability. Stamped steel skid plates for fuel tank, transfer case, and automatic transmission oil pan, if equipped, help protect Wrangler's guts when battling boulders. Extra-tough body-mounted rails provide additional protection (standard only on Rubicon).

BEST-IN-CLASS APPROACH AND DEPARTURE ANGLES⁽²⁾

BEST-IN-CLASS
GROUND CLEARANCE⁽²⁾

BEST-IN-CLASS MANEUVERABILITY⁽²⁾







HARD CORE 4x4.



ONFIDENCE TO GO ANYWHERE, DO ANYTHING® IS BORN AND BRED IN EVERY JEEP® BRAND TRANSFER CASE. JEEP TRAIL RATED® 4x4s PERFORM TO RIGOROUS STANDARDS IN FIVE CATEGORIES: ARTICULATION, MANEUVERABILITY, TRACTION, GROUND CLEARANCE, AND WATER FORDING. (3) KEEP MOVING FORWARD, NO MATTER WHAT LIES AHEAD.

TRU-LOK® DIFFERENTIALS

Tru-Lok front and rear electronic-locking differentials balance speed between left and right wheels, maintaining forward momentum for the ultimate in traction. An instrument panel-mounted rocker switch can lock either the rear or both axles. Standard only on Rubicon.

Solid axles with locating arms, coil springs, track/stabilizer bars, front steering damper, and tunable monotube shock absorbers are firm at low speeds and more relaxed at

higher speeds (standard on Sahara; a performance suspension is standard on Rubicon).

This system allows you to flip a switch to disengage the sway bar when driving

under 18 mph in 4WD-low (4LO)

mode, permitting the front

suspension to travel up

to 25 percent farther (standard only

on Rubicon).

Rock-Trac, with its 4:1 low-gear ratio, allows Wrangler Rubicon to crawl at a low speed for greater control; increases the amount of torque available at the wheels. Standard only on Rubicon. Command-Trac employs the NV241 GII transfer case, delivering smooth and quiet part-time shift-on-the-fly operation (standard on Sport and Sahara models).

DANA® 44 HEAVY-DUTY AXLE

Durability and articulation come from heavy shafts, stiff housing, large pinion bearings, and above-center pinion mountings. The above-center mounting helps reduce driveshaft joint angles for smooth and quiet operation and also adds ground clearance. (Rear Dana 44 standard on all models. Front Dana 44 standard only on Rubicon.)

HOOKS AND PLATES

Every Wrangler is fortified with underbody armor that protects critical components with stamped steel skid plates for the fuel tank and transfer case.

Front and rear tow hooks help when duty calls.

















- 1 SOUND POSSIBILITIES. + Wrangler's standard radio arrives with an MP3 auxiliary input jack and six-speaker audio system. There are two tweeters and four 6.5-inch speakers (two in the overhead sound bar). A premium sound system that includes six ∞Infinity* speakers and an 8-inch subwoofer with a 368-watt amplifier is available.
- 2 DETAILED PRIDE. + Jeep_® Wrangler is finely wrought with design details that are thoughtfully placed and carefully crafted. Available Satin Silver-trimmed heating and cooling vents assist with the precise placement of airflow.
- 3 REAR CARGO MAT AND STORAGE BIN. + A reversible cargo mat protects your carpet, while a storage bin beneath Wrangler's rear floor helps keep valuables secure with a liftout tray and convenient storage for doors and hardtop bolts.







INFORMED AND WELL-CONNECTED.

TAY IN TOUCH WITH THE PEOPLE, MUSIC, AND DEVICES THAT MATTER MOST. UCONNECT® IS AN INTUITIVE HUB FOR ALL YOUR MEDIA — CELL PHONE, INTERNET, SIRIUSXM™ SATELLITE RADIO,® NAVIGATION SYSTEM, MP3 PLAYER, AND SMARTPHONE. YOU'LL STAY CONNECTED, INFORMED, ENTERTAINED, AND FOCUSED ON DRIVING WITH THIS USER-FRIENDLY SYSTEM.



ENTERTAINMENT. Manage all of your media. You'll have several ways to access audio. Get the sound going via CDs/DVDs, MP3s, remote USB port, auxiliary input jack, hard disc storage, Voice Command, SiriusXM Satellite Radio⁽⁴⁾ (your first year of service is included), and Bluetooth streaming audio.



PHONE. Talking on the phone while driving has never been easier — or more responsible. Uconnect Phone is the in-vehicle, voice-activated communication system that allows you to talk on your Bluetooth® compatible phone virtually hands-free. This clever system is also smart enough to synchronize with your Bluetooth compatible phone's address book⁽⁵⁾ — up to 1,000 entries — every time you get into your vehicle.



NAVIGATION. Provides enhanced GPS navigation and destination entry via voice command and SiriusXM Traffic $^{\text{TM}(4)}$ for real-time traffic information on the go. It can also locate nearby restaurants, shopping, hospitals, or points of local interest. Includes accident alerts, road closings, and traffic flow. Your first year of SiriusXM Traffic $^{(4)}$ service is included.



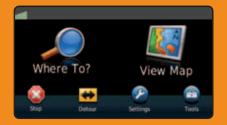
VOICE COMMAND. It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. Use your voice to select AM/FM radio stations, SiriusXM Satellite Radio⁽⁴⁾ channels, and make calls. Select navigation destinations and record voice memos. This smart system technology can also be trained to better recognize your voice and can understand commands in English, French, and Spanish.



WEB. Put the power of high-speed Internet in your vehicle with Uconnect Web. (6) Effortlessly connect any WiFi-enabled device to the Internet at 3G broadband speeds, making your vehicle a mobile Hotspot. Passengers can use multiple devices at the same time. There's no need for cell cards or software with this unique Authentic Accessory by Mopar (8)—it's all wireless. Subscription required. Sold separately.



MEDIA CENTER 730N CD/DVD/MP3 RADIO. Go anywhere, hear everything, with this top-of-the-line system. Hands-free communication lets you safely talk on the phone, text, or operate the navigation/radio. It arrives loaded with SiriusXM Travel Link; 'SiriusXM Satellite Radio, 'SiriusXM TrafficTM, and Bluetooth streaming audio.



GARMIN.

GARMIN. NAV. Head out in the right direction with a Media Center 430N radio that includes Garmin, the most recognized name in GPS wayfinding. It features the Garmin intuitive user interface and navigation with lane guidance, bringing the popular handheld experience to a factory in-dash screen.



SiriusXM TRAVEL LINK

SiriusXM TRAVEL LINK (4)

Access a wealth of information at your fingertips, including national and local weather reports, local gas prices, in-game and final sports scores, weekly movie times, even local ski slope conditions.

Subscription is required after one-year complimentary service.





GUARDIAN HERO.

PEACE OF MIND TAKES YOU AND YOURS FAR. THE 2012 JEEP® WRANGLER IS ENGINEERED TO PERFORM HEROICALLY IN ALL DRIVING CONDITIONS. YOU'LL FEEL THE STRENGTH OF ITS REINFORCED STRUCTURE, SHELTERED WITHIN AN ENVIRONMENT THAT SERVES YOU WELL. GO BOLDLY FORTH, EMPOWERED WITH THE INSPIRED CONFIDENCE A LEGENDARY JEEP WRANGLER OFFERS.

HEATED POWER EXTERIOR

MIRRORS. Melt snow and ice off your sideview mirrors as you warm up your interior. This available feature also helps to keep your mirrors icicle-free as you drive.

ELECTRONIC STABILITY CONTROL

(ESC). An advanced system designed to assist drivers in maintaining control of their vehicle at all times. It utilizes hydraulic Brake Assist, traction control, Electronic Roll Mitigation (ERM), and available Trailer Sway Control (TSC) to constantly monitor driver input against the vehicle's actual course. If needed, ESC automatically brakes and/or reduces engine torque. Meanwhile, ERM estimates the potential for wheel lift, reducing engine power and applying brakes if needed. TSC, packaged with the Trailer Tow Group, detects "sway" unique to trailering and engages the brakes to slow the vehicle and increases brake force to one side of the vehicle to help counteract the sway from the trailer. ESC has three modes: Full-On, Partial-On which shuts off traction control, and Full-Off which is ideal for off-road driving.

ADVANCED MULTISTAGE FRONT

AIR BAGS.⁽⁵⁾ These air bags provide nearly instantaneous occupant protection by matching air bag output to crash severity.

AVAILABLE SUPPLEMENTAL FRONT-SEAT MOUNTED SIDE

AIR BAGS.⁵⁰ These deploy from the outboard side of each front seat to enhance protection of the driver and front passenger in certain impacts. Each side air bag has its own sensor to autonomously trigger the air bag on the side where the impact occurs.

SENTRY KEY® ENGINE IMMOBILIZER.

A unique embedded key code matched only to your vehicle helps keep your Wrangler safely where it belongs.

HILL START ASSIST (HSA) AND HILL DESCENT CONTROL (HDC).

HSA works to prevent Wrangler from rolling when starting on an up- or downhill gradient. It holds the vehicle stationary for two seconds after the driver's foot is removed from the brake pedal, allowing time to apply the throttle. HDC is packaged with the available 5-speed automatic transmission and diligently works to help Wrangler navigate steep declines at a steady and consistent speed.

SPORT BAR. High-strength steel is integrated into the B-pillar that runs into the floor, helping to improve side-impact performance and vehicle stiffness.

MID-MOUNTED FUEL TANK. The

wide-spaced frame rails cradle the fuel tank between the wheels for added protection. The fuel tank features a robust 2.5-mm skid plate for safer off-road driving.

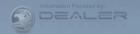
ENERGY-ABSORBING FRONT RAIL

EXTENSIONS. Wrangler's collapsible hydroformed front rail tips offer low-speed protection and can be serviced after impact events of up to 8 mph.

HALOGEN HEADLAMPS AND FOG

LAMPS. These bright sources of light improve down-road visibility at night or during inclement weather.





STUNNING CAPABILITY.

TWO FORMIDABLE SPECIAL EDITIONS WITH THE SAME LEGENDARY SOUL.



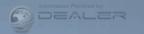
CALL OF DUTY: MODERN WARFARE 3 EDITION

TOUGH INTERIOR. + MW3 embossed logo on McKinley vinyl/leather seats and front head restraints, Silver accent stitching, Silver painted instrument cluster rings with MW3 graphics, Mopar* Slush Mats with MW3 logo.

INTIMIDATING EXTERIOR. + Exclusive MW3 badging, Mopar Spare Tire Cover with MW3 logo, aggressively sculpted hood design unique to Call of Duty, Mopar Heavy-Duty Front and Rear Bumpers, Black Mopar Rock Rails and Taillamp Guards, Black Winch Cover and Fuel Door. Available in Black and Bright Silver.







TRAIL RATED® BEAST OUTFITTED TO MAKE TRACKS
WHERE OTHERS FEAR TO TREAD. WRANGLER ARCTIC
EDITION BUILDS FROM SAHARA'S STANDARD AND ABUNDANT
FARE, AND ADDS A FORMIDABLE LIST OF COOL STUFF, INSIDE
AND OUT. DESIGNED TO SERVE THE SERIOUS YETI HUNTER
AND STYLE-CONSCIOUS STREET CRUISER ALIKE.



COOL INTERIOR. + McKinley vinyl/leather seats with Jeep_® Arctic logo patch on front seats, Arctic Orange accent stitching, leather-wrapped steering wheel with Arctic Orange stitching, Polar White front and rear grab handles, instrument cluster rings, and vent bezels.

HOT EXTERIOR. + Exclusive Jeep Arctic badging and hood decal, Mopar® Taillamp Guards, body-color hardtop, Mopar Fuel Door. Available in Bright White, Bright Silver Metallic, and Winter Chill Pearl.









RUBICON

OTED "BEST 4x4 VEHICLE OF THE DECADE" BY FOUR WHEELER MAGAZINE, RUBICON IS A FACTORY-BUILT WARRIOR BORN WITH TRU-LOK® ELECTRONICALLY LOCKING DIFFERENTIALS, MUD TERRAIN TIRES, ROCK-TRAC® TRANSFER CASE, 4:1 LOW RANGE RATIO, AND ROCK RAILS. AN INCREDIBLE 73.1:1 CRAWL RATIO WITH THE MANUAL TRANSMISSION LETS YOU CRUISE UP THE ROCKS TO PLACES OTHERS ONLY DREAM OF.

















- 1 ADVENTURE-WORTHY INTERIOR. + Rubicon's cabin is clad in standard cloth seat coverings as attractive as they are durable. A four-way position adjuster is standard on the driver's seat.
- 2 BIG CLAWS. + BFGoodrich® Mud Terrain Tires mounted on 17-inch Moab Wheels are Rubicon's standard fare.
- 3 WHEN THE GOING MEETS TOUGH. + Skid-plate protection helps Rubicon's mighty Rock-Trac transfer case gain Trail Rated* status.
- 4 RUBICON ROCKS. + Premium sound is delivered by six ∞Infinity® speakers and an 8-inch subwoofer with a 368-watt amplifier.
- 5 BODY-COLOR FLARES AND TOP. + Rubicon now lets you coordinate the color of your Freedom Top® hardtop to your exterior paint. Fender flares are matched to the body color too.



- 1 A TOP-TO-BOTTOM MATCH. + Available body-color hardtop, body-color fender flares, and Black front and rear fascias with Silver accents give Sahara a profile that's hard to ignore. Body-color hardtop and fender flares now available on Rubicon, as well.
- 2 TAKE MORE GEAR. + Lock your valuables in the larger center console storage bin. Storage nets in all doors keep important items within reach.





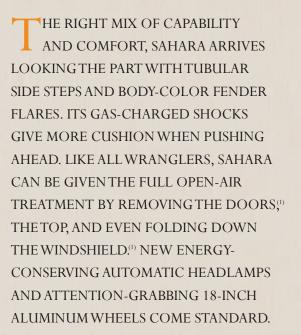
Option a premium leather-trimmed interior to accompany standard bright interior accents, handy grab handles, and a Media Center radio that comes with SiriusXMTM Satellite Radio⁽⁴⁾ ready to play your choice of over 130 different stations. Available heated front seats are popular with passengers and drivers and turn on with the flip of a switch.



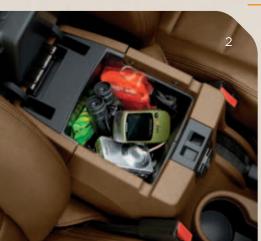






















SPORT

HETHER YOU CHOOSE THE FOUR-PASSENGER SPORT OR THE FIVE-PASSENGER, FOUR-DOOR SPORT UNLIMITED, YOU'RE HANDED THE TORQUE TO GET UP AND OVER WITH THE NEW AND STANDARD PENTASTAR® 3.6L V6 ENGINE MATCHED TO THE LEGENDARY COMMAND-TRAC® 4WD SYSTEM. THIS COMBO WILL VIRTUALLY GO ANYWHERE IT'S DIRECTED. AVAILABLE DEEP-TINTED SUNSCREEN WINDOWS AND A LEATHER-WRAPPED STEERING WHEEL GIVE A NICE TOUCH OF PREMIUM STYLE.

















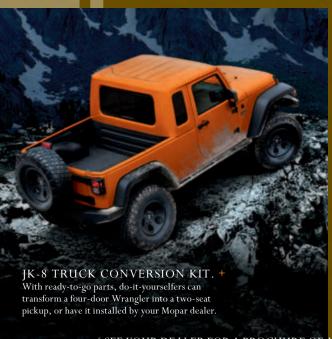
- 1 DURABLE. WASHABLE. UNSHAKABLE. + Fear no mud or spills. Go ahead and have some good clean fun, because every Wrangler comes with a washable interior with drain plugs.
- 2 FOUR DOOR 4x4. + Take on more passengers and more adventure. Four-door Wrangler Unlimiteds are the only 4WD convertibles out there, and give you plenty of room for five adults, plus gear storage behind the rear seat.
- 3 NONSTOP UTILITY. + Sport takes on gear and guests, as you see fit. Fold down the rear Fold and Tumble seats for backpacks or canine companions. Unlimited offers even more utility with 70 cu ft of cargo space. A reversible cargo mat protects your carpet, while a redesigned storage bin beneath Wrangler's rear floor helps keep valuables secure.



MOPAR.

AUTHENTIC JEEP ACCESSORIES.

OPAR INSPIRES VEHICLE OWNERS WITH INNOVATIVE PARTS AND ACCESSORIES – ALL MADE TO SPEC FOR YOUR JEEP WRANGLER. THIS IS WHAT MOPAR DELIVERS, ALONG WITH EXPERT, CARING SERVICE. MOPAR TECHNICIANS ARE THE MASTERS OF YOUR MAKE AND MODEL, WITH ACCESS TO THE TOOLS AND DIAGNOSTIC EQUIPMENT THAT HELP GET THE JOB DONE EFFICIENTLY. CHOOSE AUTHENTIC MOPAR PARTS AND SERVICE, AND YOU'LL DRIVE AWAY WITH PEACE OF MIND. FIND OUT MORE AT MOPAR.COM.



AUTHENTIC IEEP ACCESSORIES BY MOPAR

- 1 SPORT. + No matter what adventure you seek, you'll want to add to the sport of it all with durable and convenient Mopar carriers.
- 2 PROTECTION. + Safeguard your vehicle with parts and accessories made precisely for the protection and security of your ride.
- 3 STYLE. + Select from a palate of attractive accessories designed to enhance your vehicle's appearance and express your individual taste.
- 4 CAPABILITY. + Take on the toughest terrain by extending your vehicle's capability with the right touch of Mopar toughness.



ALL ITEMS ARE AS RUGGED AND DURABLE AS YOUR JEEP VEHICLE. SEE HOW YOU CAN LIVEN UP YOUR LIFE. VISIT JEEP.COM/GEAR.

Jeep.Gear







THE ADVENTURE NEVER ENDS.

JEEP, JAMBOREES. For those who are driven by an adventurous spirit, we invite you to join us on the trail. You can head for parts unknown or return to fun, familiar places. Jeep Jamboree USA offers off-road adventure weekends that bring together the outdoors down-to-earth people, and their Jeep 4WD vehicles. We invite you to explore America's remote backcountry, where great friendships and memories are made.





TRIPCAST.TM The Jeep brand invites you to enjoy this free and easy way to track the progress of your trips, post photos and videos, audio clips, and notes from the road to share with friends in real time. It automatically maps your trail using your smartphone or

iPhone® GPS capabilities. Link TripCast to your Facebook or Twitter account to post trip updates. Includes Points of Adventure, a database of over 250,000 activity spots, including parks, bike paths, camping areas, ski resorts, and more.





JEEP SOCIAL ADVENTURES. There's more to living the Jeep life when your horizons are expanded to include authentic and active Jeep online communities. Post stories, share photos, watch videos, and get the latest news from Jeep gearheads and engineers. Fellow Jeep enthusiasts are waiting to hear from you on Facebook (facebook.com/Jeep), Twitter

(twitter.com/Jeep), flickr (flickr.com/Jeep) and on YouTube (youtube.com/TheJeepChannel). Tune in, turn us on, and get out into the virtual world where thrilling adventures are happening every single day.



iPAD™ APPs. Steer your iPad over to the Chrysler Group LLC page on iTunes® for a full selection of multimedia, fun-to-navigate vehicle apps. You'll find state-of-the-art, fully engaging, touch-based tours on the full lineup of Chrysler Group LLC rides. These robust apps serve up eyepopping and interactive graphics, heart-pumping videos, cool related content links, and detailed information on Chrysler Group LLC's finest automobiles, SUVs, and trucks. You'll enjoy the ride every time you visit.



As a founding member and official partner, we urge all Jeep owners to
"Use common sense and stay on designated trails" and follow Tread Lightly!
Guidelines, helping preserve the beauty of our landscape for generations
to come. Call (800) 966-9900 or visit treadlightly.org to learn more.

TRAVEL RESPONSIBLY on designated roads and trails or in permitted areas.

RESPECT THE RIGHTS OF OTHERS, including private property owners and all recreational trail users, campers and others, to allow them to enjoy their recreational activities undisturbed

EDUCATE YOURSELF by obtaining travel maps and regulations from public agencies, planning for your trip, taking recreation skills classes, and knowing how to use and operate your equipment safely.

AVOID SENSITIVE AREAS such as meadows, lakeshores, wetlands and streams, unless on designated routes. This protects wildlife habitat and sensitive soils from damage.

DO YOUR PART by leaving the area better than you found it, properly dispose of waste, minimize the use of fire, avoid the spread of invasive species, restore degraded areas, and join a local enthusiast organization.



