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All-new Jeep® Wrangler Polar Edition Debuts at the 2013 Frankfurt Motor Show

The new Jeep® Wrangler Polar special-edition model is making its début at the 2013 Frankfurt Motor Show, further enhancing the offerings of exclusive limited-edition trim levels designed around the iconic Wrangler. Reinforcing the breadth of the Jeep brand, the 2014 Jeep vehicle range available to date will bask in the spotlights of the prestigious German exposition alongside the new Wrangler Polar.

Jeep Wrangler Polar: the new Limited-Edition model of the iconic Jeep Wrangler celebrates winter driving 4x4 capability

- Special edition features new front grille with Black accents, hard spare-tyre cover, body-colour hardtop, aggressive 18" polished Gloss Black alloy wheels and Polar White interior finishes
- Trac-Lok limited-slip rear differential for challenging the most extreme routes and the most demanding driving conditions in any weather
- Available in the first quarter of 2014 for two-door Wrangler and four-door Wrangler Unlimited, powered by the 2.8-litre turbo diesel or 3.6-litre V-6 petrol engine

September 2, 2013, Auburn Hills, Mich. - In order to highlight the most adventurous soul and legendary 4x4 capabilities of the iconic Jeep Wrangler, the new limited-edition, customised Wrangler Polar model will be revealed on the Jeep stand in Frankfurt in the four-door Wrangler Unlimited configuration, and will boast an all-new Hydro Blue exterior colour matched to a Black interior.

On the heels of the success of recently launched – and sold out – limited-edition customisations of Jeep Wrangler, this new special model sports a unique trim level dedicated to all those enthusiasts searching for adventure and absolute performance in extreme driving conditions. Featuring exclusive styling cues, 18" Gloss Black alloy wheels, body-colour hardtop and original Mopar® accessories, the new Jeep Wrangler Polar will be available in Europe in the first quarter of 2014, in both two- and four-door versions, powered by the brilliant 2.8-litre turbo diesel or the powerful 3.6-litre petrol engine.

Jeep Wrangler Polar takes its cue from the severe climate and extreme conditions that characterise the Antarctic region. The "Polar" badge located on the vehicle's side next to the front fender flares shows off the 78° S and 106° E coordinates that correspond to the location of Vostok in Antarctica: the exact point where the absolute severest temperature in the world was recorded at -89.2° C (-128.56° F).

Thus the theme of winter that in the past inspired the creation of highly appreciated special series now returns in the making of this new special-edition model. The winter theme is what lies behind the choice of the Wrangler Polar's unique styling cues suggesting class-leading capabilities and the use of distinctive interior colours and details that recall features from the Antarctic region.

The new Jeep Wrangler Polar was designed to express the freedom of going beyond the known limits to venture into unexplored territories: an experience that only Wrangler enthusiasts can enjoy, thanks to the reliability and safety granted by a vehicle featuring benchmark technology and unmatched off-road expertise achieved in more than seventy years of history. With its hostile routes and severe climate, the Antarctic region offers the driving conditions that the iconic Jeep Wrangler was engineered to conquer.

Based on the Jeep Wrangler Sahara model, the exterior of the new Wrangler Polar boasts unique features that

contribute to distinguish it aesthetically from all the other models in the Jeep lineup. First of all, the new front grille, featuring unique Gloss Black accents on the lamp throats, and the new hard spare-tire cover are both new styling cues introduced specifically for this limited-edition model. Further exterior appointments characterizing the Wrangler Polar are the Powerdome hood and the body-colour hardtop with deep-tint sunscreen glass. A Gloss Black Jeep logo above the front grille and Gloss Black 18" alloy wheels enhance the distinctive look of the vehicle. Completing the exterior appointment of the new Jeep Wrangler Polar special-edition model is the unique, three-colour hood decal, featuring the outline of mountains, and the black fuel-filler door from Mopar.

The interior features Black leather seats enhanced by Pearl White accent stitching and "Polar" logo embroidered on the upper portion of the backrests. Standard equipment also includes heated front seats and a black leather-wrapped steering wheel with Pearl White stitching and high-gloss Ceramic White painted bezels. Pearl White accent stitching is found also on the armrests and floor console lid. The passenger-side dashboard grab bar and dashboard vent rings are finished in high-gloss Ceramic White to create the contrasting effect of the light on Antarctic glaciers.

The exclusive cabin of the Jeep Wrangler Polar special edition also features an all-new cluster overlay with rings painted high-gloss Ceramic White and surrounding a blue instrument background with "Polar" logo. Mopar tread-pattern slush mats complete the interior appointments of the new Wrangler Polar.

In addition to the all-new Hydro Blue colour that adds to the unique look of the vehicle displayed in Frankfurt, the Jeep Wrangler Polar special-edition model is also available in Billet Silver Metallic and Bright White exterior colours.

Engineered to take on the most challenging off-road trails, Jeep Wrangler Polar is equipped with the Dana 30 front axle and powerful Dana 44 rear axle. Legendary Wrangler capability is achieved through the standard Command-Trac NV241 part-time, two-speed transfer case with a 2.72:1 low-range gear ratio. In order to handle any off-road track in utmost safety, the new Wrangler Polar model comes standard with the Trac-Lok anti-spin rear differential. This particular differential replaces the manual rear-axle locker and is a torque-sensitive mechanical unit that works to maintain traction when travelling on slippery or rough road surfaces, such as on sand, gravel, snow or ice. Trac-Lok automatically distributes the available torque to the rear wheel with the most traction, thus helping to reduce wheel spin caused by lack of traction in the other rear wheel.

The standard equipment for on-board comfort includes automatic climate control, leather-wrapped steering wheel with integrated controls, heated front seats, height-adjustable driver seat, Electronic Vehicle Information Centre (EVIC) and cruise control.

Optional equipment available on Jeep Wrangler Polar is the Dual Top configuration that offers the possibility to have both the Sunrider® soft top and the Freedom Top™ hardtop options in one package. A further optional feature is the Polar Pack 1 special package offering front side air bags, UConnect™ multi-media infotainment and navigation system with 6.5-inch touchscreen, 40-gigabyte hard disk, USB compatibility, AUX port and DVD player.

The new limited-edition model will be powered by the efficient 2.8-litre turbo diesel engine matched to an automatic or manual transmission, or by the 3.6-litre V-6 petrol engine paired to the automatic gearbox. The 2.8-litre CRD engine delivers 200 hp (147 kW) of power at 3,600 rpm and 460 Nm of torque at 1,600 – 2,600 rpm when paired to the five-speed automatic transmission. On models with a six-speed manual gearbox, the 2.8-litre engine delivers 200 hp and 410 Nm of torque at 2,600 – 3,200 rpm. The 3.6-litre V-6 petrol engine of the Wrangler range, available in selected markets on this special series in addition to the 2.8-litre CRD engine, delivers 284 hp (209 kW) and 347 Nm of torque and is paired to the five-speed automatic transmission.

For more than seventy years, the Jeep brand has been the benchmark for an entire category of vehicles in terms of performance and versatility. Jeep Wrangler has been and remains the most famous model in the Jeep range worldwide. A brand icon, Wrangler has always been able to ensure its customers a unique degree of freedom thanks to its ability to master the most extreme off-road trails in utmost safety.

With a 52 cm longer wheelbase and a larger cabin that can comfortably accommodate five passengers, Jeep Wrangler Unlimited is the evolution of the classic Wrangler. Jeep Wrangler Unlimited combines the exceptional Jeep off-road capabilities with the comfort and versatility of an everyday car, turning the off-road champion into a four-door 4x4 convertible.

Jeep Wrangler and Wrangler Unlimited are available in the Sport, Sahara and Rubicon trim levels and are all powered by the 2.8-litre turbo diesel Common-Rail engine featuring Stop/Start technology. The 3.6-litre V-6 petrol engine is available only on the Sahara model of both Wrangler and Wrangler Unlimited.

The Jeep Stand in Frankfurt

Jeep brand is in Frankfurt to confirm its vocation as an all-terrain brand and its being a point of reference in terms of personality, comfort and technology. Located inside Hall 6, the 770-square-metre exhibition area shows the multiple terrains where Jeep vehicles can express their character: in the city as well as on extreme off-road trails. Everything on the stand is an expression of power and refinement. The dunes, outlined through the modern resin pavement that distinguishes the corner of the new Jeep Wrangler Polar special edition-model, suggest the extraordinary off-road capabilities of the iconic Wrangler. The building located in the background of the stand and the three columns in its middle ideally reproduce the skyline of a contemporary US metropolis in order to pay tribute to the American origin of the brand and to highlight the ability to be a protagonist also in the city.

The new Jeep Grand Cherokee stands out in the centre of an area set up as a living room and finished with an elegant hardwood flooring that expresses classic harmony and modernity at the same time. Completing the range and emphasising the combination between off-road capabilities and urban vocation, the refreshed 2014 Jeep Compass is showcased in the centre of the stand.

On a large screen placed on the stand's background wall, videos will show the public the newest features and technological content recently introduced on the Jeep models. A dedicated area of the stand will host the merchandising corner where visitors can buy the exclusive accessories and apparel of the Jeep lifestyle collection.

Alongside the new Jeep Wrangler Polar special-edition model, the stand will host the 2014 Jeep line-up available to date. In a space enhanced by the welcoming and refined atmosphere of a living room, the public will be able to get to know the new Jeep Grand Cherokee, the brand's flagship displayed in its top-of-the-range Summit trim level and boasting a Deep Auburn exterior and refined Grand Canyon Brown Natura Plus leather interior. The Grand Cherokee Summit model will be showcased beside the elegant Grand Cherokee Overland, featuring a White exterior and Indigo Blue Vesuvio interior and customised with exclusive accessories created by Mopar - the Fiat and Chrysler Group division in charge of Parts & Service and Customer Care – including a retractable trailer hitch, cargo area liner and door sill guard with illuminated Jeep logo.

Both Grand Cherokee models are powered by the 3.0-litre V-6 turbo diesel engine fitted with MultiJet II technology and producing 250 hp (184 kW) and 570 Nm of torque.

A dedicated corner of the stand will present to the public the high-performance Jeep Grand Cherokee SRT model. The most powerful and high-speed Jeep vehicle ever boasts a Deep Cherry Red exterior and a Sepia colour Laguna leather interior. Equipped with the powerful HEMI® 6.4-litre V-8 engine producing 468 hp (344 kW) at 6,250 rpm and 624 Nm of torque at 4,100 rpm and featuring Fuel Saver technology for reduced fuel consumption and emissions, Jeep Grand Cherokee SRT achieves performance of absolute reference: 0-100 km/h in 5 seconds, top speed of 257 km/h, braking from 100-0 km/h in 35 metres.

Two 2014 versions of the legendary Jeep Wrangler will be displayed in the area of the stand where the special resin-treated pavement with beige colouring creates the particular effect of dunes. The elegant four-door Wrangler Unlimited Sahara model, powered by the 2.8-litre turbo diesel engine producing 200 hp, is showcased in Billet Silver and features a body-colour hardtop and Black leather interior. The second Wrangler vehicle is the Rubicon – the most extreme and capable off-road vehicle in the Wrangler range – and is displayed in the two-door version showing off a Flame Red exterior, Black interior and a special Mopar customization.

In order to add a 'specialized' look to the Rubicon trim level of the iconic Wrangler, the 'Moparized' Wrangler Rubicon model features a light bar, satin black rock rails and a half door kit with mirrors. Also the cabin boasts a special Mopar customization resulting from the application of a special trim kit including Flame Red interior bezels. Fully painted mid Gloss Black 17" alloy wheels, body-coloured spare-tyre cover, sun bonnet and Black fuel filler door with Jeep logo complete the look of the 'Moparized' Rubicon model displayed on the Jeep stand, further enhancing the unique personality of the iconic Wrangler.

Equipped with front and rear Dana 44 axles, Wrangler Rubicon's unmatched off-road capabilities are achieved

through the Jeep part-time four-wheel-drive system that receives power through a Rock-Trac NV241 two-speed transfer case with a 4.0:1 low-range gear ratio, as well as through Tru-Lock electronic front- and rear-axle lockers and the electronic-disconnecting front stabilizer bar – called the Active Sway Bar System – for additional wheel travel when traversing the toughest trails.

Lastly, two 2014 Jeep Compass vehicles will be hosted in the centre of the Jeep stand in Frankfurt. The compact SUV of the Jeep range, recently refreshed and launched as a 2014 model year on the European market last summer, will be displayed in its top-of-the-range trim level, the Limited, equipped with the efficient 2.2-litre turbo diesel engine delivering 163 hp (120 kW). A Brilliant Black exterior combined with new Saddle Brown leather interior will deck out the Compass model in the Frankfurt spotlights, featuring also a molded cargo tray and a stainless door sill kit with Compass logo, both from Mopar. A Granite Crystal bodywork with Dark Slate Gray leather interior will characterise the second Limited vehicle of the compact Jeep SUV on display on the Jeep stand.

Through illustrative materials and dedicated publications handed out at the stand, visitors will be introduced to the products of FGA Capital, a finance company specialising in the automotive sector. The finance company is operative in all the major European markets, and in Germany with FGA Bank, with only one mission: to support the sales of all Fiat Group Automobiles brand vehicles by offering innovative financial products with high added-value services targeted to the dealership network, private customers and companies.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options. Chrysler Group LLC products are available in more than 150 countries around the world.

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