



CHIEF



RUBICON® RECON EDITION



FREEDOM EDITION

FREEDOM THAT'S
UNIQUELY YOURS

Jeep



WINTER



WILLYS WHEELER

2017 WRANGLER
LIMITED EDITIONS



RUBICON HARD ROCK



BIG BEAR



SMOKY MOUNTAIN

2017 JEEP WRANGLER

CHIEF

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 HARDTOP

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



 BUILD & PRICE >  SEARCH NEW INVENTORY >



2017 JEEP WRANGLER



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 COMMAND¹*

JEEP TRAIL RATED® KIT



BUILD & PRICE



SEARCH NEW INVENTORY >

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



2017 JEEP WRANGLER

SMOKY MOUNTAIN

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



Black

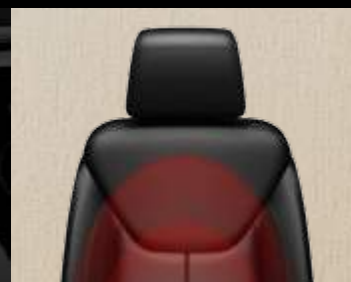
Rhino

Billet Silver
Metallic

Granite Crystal
Metallic

Bright
White

 BUILD & PRICE >  SEARCH NEW INVENTORY >



2017 JEEP WRANGLER

BIG BEAR

MADE FOR THE MOUNTAIN

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.

PREMIUM SUNRIDER® SOFT TOP

TOPOGRAPHICAL HOOD DECAL

BLACK TAILLAMP GUARDS

BLACK ALUMINUM FUEL FILLER DOOR

STEEL ROCK RAILS

17-INCH MID-GLOSS
BLACK ALUMINUM WHEELS

BFGOODRICH® ALL-TERRAIN KO2™
OFF-ROAD TIRES

ALL-WEATHER SLUSH MATS

BLACK CLOTH SEATS WITH
BLACK MESH INSERTS

LEATHER-WRAPPED STEERING WHEEL

115-VOLT OUTLET

POWER CONVENIENCE GROUP

CONNECTIVITY GROUP, INCLUDING
UCONNECT® VOICE COMMAND¹

JEEP TRAIL RATED® KIT



Firecracker
Red

Black

Rhino

Chief

White

Granite Crystal
Metallic

Billet Silver
Metallic

Acid
Yellow



BUILD & PRICE



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2017 JEEP WRANGLER

WINTER

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 SYSTEM²

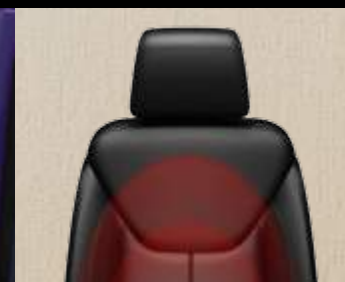
ALPINE[®] PREMIUM AUDIO SYSTEM

POWER CONVENIENCE GROUP

CONNECTIVITY GROUP, INCLUDING
UCONNECT[®] VOICE COMMAND¹



 BUILD & PRICE >  SEARCH NEW INVENTORY >



2017 JEEP WRANGLER

FREEDOM

EDITION

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.

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 COMMAND¹

115-VOLT OUTLET



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2017 JEEP WRANGLER

WILLYS

WHEELER

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 COMMAND¹

JEEP[®] TRAIL RATED[®] KIT



Gobi

Black

Rhino

White

Firecracker
Red

Billet Silver
Metallic

 BUILD & PRICE >  SEARCH NEW INVENTORY >



2017 JEEP WRANGLER RUBICON®

HARD ROCK

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-WRAPPED STEERING WHEEL

CONNECTIVITY GROUP, INCLUDING
UCONNECT® VOICE COMMAND¹

ALPINE® PREMIUM AUDIO SYSTEM



Rhino Black Firecracker Red Chief Hyper green White Granite Crystal Metallic Billet Silver Metallic Gobi

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(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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