



2017 MODEL YEAR  
WRANGLER UNLIMITED RUBICON 4X4

THIS VEHICLE IS MANUFACTURED TO MEET SPECIFIC UNITED STATES REQUIREMENTS. THIS VEHICLE IS NOT MANUFACTURED FOR SALE OR REGISTRATION OUTSIDE OF THE UNITED STATES.

MANUFACTURER'S SUGGESTED RETAIL PRICE OF THIS MODEL INCLUDING DEALER PREPARATION

Base Price: \$37,445

JEEP WRANGLER UNLIMITED RUBICON 4X4

Exterior Color: Firecracker Red Clear Coat Exterior Paint

Interior Color: Black Interior Color

Interior: Leather-Trimmed Bucket Seats  
Heated Front Seats

Engine: 3.6-Liter V6 24-Valve VVT Engine

Transmission: 5-Speed Automatic Transmission

STANDARD EQUIPMENT (UNLESS REPLACED BY OPTIONAL EQUIPMENT)  
FUNCTIONAL/SAFETY FEATURES

Advanced Multistage Front Airbags  
4:1 Rock-Trac® Part-Time 4WD System  
Tru-Lok® Differential Front and Rear Axles  
Electronic Front Sway Bar Disconnect  
Rear Stabilizer Bar  
Next Generation Dana® 44 Heavy Duty Rear Axle  
Next Generation Dana® 44 Heavy Duty Front Axle  
Rock Rails  
Transfer Case Skid Plate  
Fuel Tank Skid Plate  
22.5-Gallon Fuel Tank  
Electronic Stability Control  
4-Wheel Disc Brakes  
Traction Control  
Electronic Roll Mitigation  
Hill Start Assist  
Trailer Sway Damping  
Sentry Key® Theft Deterrent System  
Security Alarm  
Tire Pressure Monitor with Warning Lamp  
Speed Control

INTERIOR FEATURES

Auto-Dimming Mirror with Reading Lamps  
Air Conditioning  
Power Windows with Front One-Touch-Down Feature  
Power Door Locks  
Remote Keyless Entry  
Steering Wheel Mounted Audio Controls  
Leather-Wrapped Steering Wheel  
Tilt Steering Column  
Radio 130  
8 Speakers  
Audio Jack Input for Mobile Devices  
SiriusXM® Sat Radio w/ 1-Yr Radio Subscription  
For More Information, Call 888-539-7474  
Temperature and Compass Gauge  
Rear 60 / 40 Folding Seat  
115-Volt Auxiliary Power Outlet

EXTERIOR FEATURES

17-Inch x 7.5-Inch Polished Mineral Gray Wheels  
LT255/75R17C BSW Off-Road Tires

LED Fog Lamps  
LED Reflector Headlamps  
"Trail Rated" Badge  
"Rubicon" Badge  
Deep Tint Sunscreen Windows  
Automatic Headlamps  
Power Heated Mirrors  
Two Front Tow Hooks and One Rear Tow Hook

OPTIONAL EQUIPMENT (May Replace Standard Equipment)

Leather-Trimmed Bucket Seats \$1,350  
Heated Front Seats  
Rubicon Package 24R  
Max Trailer Tow Package \$495  
Class II Receiver Hitch  
Trailer Tow with 4-Pin Connector Wiring  
5-Speed Automatic Transmission \$1,400  
3.73 Front / Rear Axle Ratio  
Hill Descent Control  
Add 4.10 Axle Ratio \$695  
Freedom Top® Body-Color 3-Piece Hard Top \$1,995  
Delete Sunrider® Soft Top  
Freedom Panel Storage Bag  
Rear Window Defroster  
Rear Window Wiper / Washer  
Alpine® Premium 9-Speakers w/All Weather Subwoofer \$945  
Radio 430N \$1,195  
40 GB Hard Drive with 28 GB Available  
6.5-Inch Touchscreen Display  
GPS Navigation  
SiriusXM Travel Link 5-Yr Travel Link Subscription  
Remote Start System \$495

DESTINATION CHARGE \$995

TOTAL PRICE: \* \$47,010

WARRANTY COVERAGE

5-year or 60,000-mile Powertrain Limited Warranty.

3-year or 36,000-mile Basic Limited Warranty.

Ask Dealer for a copy of the limited warranties or see your owner's manual for details.

5 YEAR / 60,000 MILE  
POWERTRAIN WARRANTY

Assembly Point/Port of Entry: TOLEDO, OHIO, U.S.A.

VIN: 1C4-BJWFG8HL-533351

L4-VON: 7407

S.L.  
1107



THIS LABEL IS ADDED TO THIS VEHICLE TO COMPLY WITH FEDERAL LAW. THE LABEL CANNOT BE REMOVED OR ALTERED PRIOR TO DELIVERY TO THE ULTIMATE PURCHASER.

\* STATE AND/OR LOCAL TAXES IF ANY, LICENSE AND TITLE FEES AND DEALER SUPPLIED AND INSTALLED OPTIONS AND ACCESSORIES ARE NOT INCLUDED IN THIS PRICE. DISCOUNT, IF ANY, IS BASED ON PRICE OF OPTIONS IF PURCHASED SEPARATELY.

For more information visit: [www.jeep.com](http://www.jeep.com)  
or call 1-877-IAM-JEEP

FCA US LLC



Fuel Economy and Environment



Gasoline Vehicle

Fuel Economy  
18 MPG  
combined city/hwy  
5.6 gallons per 100 miles  
16 city  
20 highway

These estimates reflect new EPA methods beginning with 2017 models.

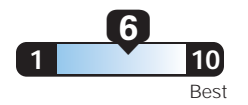
Small SUV 4WD range from 18 to 33 MPG.  
The best vehicle rates 119 MPGe.

You spend  
\$3,250  
more in fuel costs  
over 5 years  
compared to the  
average new vehicle.

Annual fuel cost  
\$2,050

Fuel Economy & Greenhouse Gas Rating (tailpipe only)

Smog Rating (tailpipe only)



This vehicle emits 504 grams CO2 per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at [fuel economy.gov](http://fuel economy.gov)

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 26 MPG and cost \$7,000 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$2.45 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

[fuel economy.gov](http://fuel economy.gov)

Calculate personalized estimates and compare vehicles



Smartphone  
QR Code™



GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score

Not Rated

Based on the combined ratings of frontal, side, and rollover.  
Should ONLY be compared to other vehicles of similar size and weight.

Frontal  
Crash

Driver  
Passenger

Not Rated  
Not Rated

Based on the risk of injury in a frontal impact.  
Should ONLY be compared to other vehicles of similar size and weight.

Side  
Crash

Front seat  
Rear seat

Not Rated  
Not Rated

Based on the risk of injury in a side impact.

Rollover

★★★

Based on the risk of rollover in a single-vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.

Source: National Highway Traffic Safety Administration (NHTSA)

[www.safercar.gov](http://www.safercar.gov) or 1-888-327-4236

The safety ratings above are based on Federal Government tests of particular vehicles equipped with certain features and options. The performance of this vehicle may differ.

PARTS CONTENT INFORMATION

FOR VEHICLES IN THIS CARLINE:

U.S./CANADIAN PARTS CONTENT: 75%  
NOTE: PARTS CONTENT DOES NOT INCLUDE FINAL ASSEMBLY, DISTRIBUTION, OR OTHER NON-PARTS COSTS.

FOR THIS VEHICLE:

FINAL ASSEMBLY POINT:  
TOLEDO, OHIO, U.S.A.

COUNTRY OF ORIGIN:

ENGINE: UNITED STATES  
TRANSMISSION: UNITED STATES