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## Canada: Jeep® Brand Introduces New 2024 Gladiator: The World's Most Off-road Capable Midsize Truck

Most Capable and Refined Gladiator Yet Delivers New Iconic Seven-slot Grille, Available Power Seats, Standard Side-curtain Airbags and Standard 12.3-inch Uconnect Touchscreen Radio

- Iconic Jeep® Gladiator exterior features new seven-slot grille, windshield-integrated trail-ready stealth antenna and seven all-new wheel designs
- Gladiator delivers Jeep brand's open-air freedom to the truck segment with its folding windshield, three roof choices and three door choices, including available half doors and removable doors
- Unmatched capability with unsurpassed 4x4 max towing and best-in-class payload:
  - Up to 7,700 pounds (3,492 kilograms) max towing
  - Up to 1,725 pounds (782 kilograms) max payload
- Refined interior with more technology and amenities, including available 12-way power adjustable front seats and all-new instrument panel featuring Uconnect 5 system with best-in-class standard 12.3-inch touchscreen and standard wireless Apple CarPlay and Android Auto with improved speech intelligibility
- New 2024 Jeep Gladiator delivers standard first- and second-row side-curtain airbags, standard forward collision warning and standard advanced cruise control with stop Two new models, Mojave X and Rubicon X, expand Gladiator's portfolio with integrated off-road camera, steel bumpers and Nappa leather-trimmed 12-way power adjustable front seats
- Factory application of Jeep Adventure Guides featuring Trails Offroad, delivering comprehensive off-road trail guides for the 62 Jeep® Badge of Honor trails loaded right into the Uconnect 5 Nav system, with an upgradable subscription that unlocks full catalog of 3,000-plus Trails Offroad trail guides

September 13, 2023, Windsor, Ontario - The Jeep® brand is taking the world's most off-road capable midsize truck and making it even better. Revealed at the 2023 North American International Auto Show in Detroit, the new 2024 Jeep Gladiator adds greater capability, more refinement, new technology and more standard safety features to a midsize pickup that is both 100% truck and 100% Jeep.

[Ranked No. 1](#) for new vehicle quality among midsize trucks in the J.D. Power 2023 U.S. Initial Quality Study\* (IQS), Jeep Gladiator continues to offer an unmatched combination of unsurpassed towing and best-in-class 4x4 payload, legendary Jeep 4x4 capability, open-air freedom, and clever functionality and versatility.

Building on its identity as a lifestyle tool of freedom and adventure, the new Gladiator embodies its loyal enthusiast fan base.

"The new 2024 Jeep Gladiator epitomizes the power of the Jeep community and how it continues to push for greater capability, advanced technology and more refinement," said Jim Morrison, senior vice president and head of Jeep brand North America. "The new Gladiator makes the best even better, with a more advanced and comfortable interior with a standard 12.3-inch touchscreen and available power seats tested for water fording, more safety and technology, including standard side-curtain airbags, and a fresh exterior with a new seven-slot grille, seven new wheel designs and a windshield-integrated trail-ready antenna. Combine all of that with its folding windshield, three roof choices, two different door options or taking the doors off altogether, and Gladiator is the only truck in the business that can celebrate this kind of open-air freedom and still do real truck stuff."

The 2024 Jeep Gladiator will be available in Sport S, Willys, Mojave and Rubicon models. Ordering is open now and vehicles will start to arrive in Canadian Jeep dealerships at the end of this year.

### **Legendary Go-anywhere 4x4 Capability: Most Capable Midsize Truck Without Compromise**

The 2024 Jeep Gladiator delivers 4x4 capability no other midsize truck can match, including unsurpassed towing, best-in-class 4x4 payload and, new for 2024, standard rear locking differential and Off-Road+ on the Willys model. Its ability to conquer the extreme off-road trails from Moab to the Rubicon Trail or the most extreme desert terrain is unmatched, built on legendary Jeep 4x4 systems, including:

- Four advanced 4x4 systems:
  - Command-Trac part-time transfer case with 2.72:1 low range ratio
  - Selec-Trac full-time transfer case with 2.72:1 low range ratio
  - Rock-Trac part-time transfer case with 4:1 low range ratio
  - Rock-Trac full-time transfer case with 4:1 low range ratio
- Best-in-class 84:1 crawl ratio standard on Rubicon
- Water fording of up to 80.01 centimetres (31.5 inches)
- Uncompromising approach, departure and breakover angles and ground clearance up to:
  - Approach angle: 44.7 degrees
  - Breakover angle: 20.9 degrees
  - Departure angle: 26 degrees
  - Ground clearance: 29.4 cm (11.6 in.)
- Unsurpassed 4x4 max towing and best-in-class payload:
  - Up to 7,700 lbs. (3,492 kg) max towing
  - Up to 1,725 lbs. (782 kg) max payload

Every Gladiator model's Trail Rated or Desert Rated badge reflects an unmatched spec list that includes Dana 44 heavy-duty front and rear axles, two-speed transfer case, traction control, tow hooks (two front, up to two rear), four-wheel disc brakes, three skid plates and a minimum tire size of 32 inches.

Legendary capability for Gladiator Rubicon comes from a full list of off-road features, including:

- Rock-Trac part-time transfer case with 4:1 4LO ratio
- Electronic front sway-bar disconnect
- Tru-Lok front- and rear-axle lockers
- Dana 44 heavy-duty solid front and rear axles with 4.10 axle ratio
- 17-inch aluminum wheels with 33-inch all-terrain tires
- Red accents and tow hooks
- Steel rock rails for the cab and bed corners

Gladiator Mojave, proven high-speed desert runner, features:

- Command-Trac part-time transfer case with 2.72:1 4LO ratio
- FOX 6.3 cm (2.5-inch) internal bypass shocks with reservoirs
- FOX front hydro jounce bumpers
- 2.5 cm (1-inch) front suspension lift
- Tru-Lok rear-axle locker
- Dana 44 heavy-duty solid front and rear axles with 4.10 axle ratio
- 17-inch aluminum wheels with 33-inch all-terrain tires
- Orange accents and tow hooks
- Steel rock rails for the cab
- Performance hood with centre scoop
- Sport steering wheel with paddle shifters
- Sport seats with performance bolsters
- Off Road+ with high-speed mode for rear locker

New for 2024, Gladiator Mojave X and Gladiator Rubicon X add even more off-road features standard:

- Full-time transfer case
- Integrated off-road camera

- Front and rear steel bumpers

New for 2024, upgraded Gladiator Willys raises the bar with added capability standard:

- Tru-Lok rear-axle locker
- Off-road+ mode adjusts throttle, transmission shift points and traction control for peak performance on higher speed passes on sand terrain, as well as during low-speed rock crawling. It also enables the rear axle to be locked in 4HI
- Trailer tow with programmable auxiliary switches

### **Mojave = King of the Desert**

To earn its Desert Rated badge, the Gladiator Mojave features specially tuned high-performance FOX 6.3 cm (2.5-in.) internal bypass shocks to optimize handling, ride comfort and bottom-out resistance on high-speed sand runs. The FOX shocks contain internal passages that allow fluid to bypass the piston through regulated ports as it moves through the suspension travel. The result is a predictable ride over normal off-road driving conditions, with the ability to ramp up damping force in extreme use.

Front and rear external shock reservoirs keep shock fluid cool, preventing shock fade during long runs through the hot desert at high speed. Military-grade suspension fluid maintains performance at extreme temperatures and is the same fluid used in off-road racing shocks.

FOX front hydraulic jounce bumpers act as a secondary pair of shocks, providing additional damping force as the suspension reaches maximum compression, to soften impacts and prevent bottoming out in off-road situations at speed. They combine race-proven technology with cutting-edge features to deliver increased damping performance and bottom-out control in the last few centimetres of suspension travel.

An Off-Road+ button allows drivers to take Gladiator Mojave to the next level of tractive capabilities. With a push of a button, drivers can adjust throttle, transmission shift points and traction control for peak performance on higher speed passes on sand terrain, as well as during low-speed rock crawling. The Off-Road+ drive mode on Mojave also allows drivers to lock the rear axle at high speeds while in 4HI.

The Mojave's Desert Rated badge is a natural extension of the brand's legendary Trail Rated designation and represents the ultimate in high-speed, off-road capability and performance in grueling desert and sand environments.

The Desert Rated Gladiator Mojave has been developed against a series of strenuous tests in five categories: ride control and stability, traction, ground clearance, manoeuvrability and desert prowess.

- **Ride Control and Stability:** With a groundbreaking desert-tuned suspension, Gladiator Mojave tackles undulating desert terrain with uncompromising control and comfort
- **Traction:** By strategically managing and delivering power, Gladiator Mojave conquers unpredictable surfaces, such as sand, gravel and loose dirt, with confidence
- **Ground Clearance:** Maximized running clearances with an optimized suspension allow Gladiator Mojave to crest dunes, blast through whoops and anything else the desert can throw at it
- **Manoeuvrability:** Nimble and responsive handling allows Gladiator Mojave to become an extension of the driver when swiftly navigating desert terrain and climbing extreme angles
- **Desert Prowess:** Tested and proven to withstand the intense heat, coarse sand, loose gravel and intrusive dust that accompany unforgiving desert environments

### **Built for the Rubicon**

The new 2024 Jeep Gladiator Rubicon delivers legendary off-road capability designed and built to conquer the Rubicon Trail. A Rock-Trac 4x4 system features heavy-duty third-generation Dana 44 front and rear axles with a "4LO" ratio of 4:1. A 4.10 front and rear axle ratio is standard as are Tru-Lok front- and rear-locking differentials.

Gladiator Rubicon offers improved articulation with help from an electronic front sway-bar disconnect for additional wheel travel when the terrain calls for it. With the standard six-speed manual transmission or optional eight-speed automatic transmission, Gladiator Rubicon offers impressive crawl ratios of 84:1 and 77:1, respectively – both of which make short work of scaling tough obstacles. The Rock-Trac system delivers full-time torque management, enabling optimal grip in low-traction conditions via the 33-inch all-terrain tires mounted on 17-inch aluminum wheels.

To protect critical vehicle components while on the trail, including the fuel tank, transfer case and automatic transmission oil pan, all Gladiators use three skid plates, with Mojave and Rubicon models benefitting from rugged steel rock rails for the cab to curtail potential body damage inflicted while out on the trail. Rubicon and Mojave X models also boast steel rock rails for the bed corners.

### **Proven Body-on-frame Design Is the Foundation for Legendary Jeep Capability**

Using a body-on-frame design and featuring a finely engineered five-link suspension system, the new 2024 Gladiator delivers unrivaled capability, refined on-road dynamics and advanced safety features.

The use of lightweight, high-strength aluminum closures, including the doors, door hinges, hood, fender flares, windshield frame and tailgate, help reduce weight and boost fuel economy.

A steel bed uses four steel cross-members to reinforce the load floor while the aluminum tailgate is damped for safe and secure action. Utility and versatility are maximized with strong integrated tie-downs, under-rail bed lighting and an optional covered external power source.

For 2024, Gladiator continues to use the proven five-link coil suspension setup. Gladiator's front suspension features two upper and two lower high-strength steel control arms for longitudinal control and a cross-car track bar for lateral axle control.

The five-link rear suspension features a similar layout to the front suspension, with two upper and two lower high-strength steel control arms for longitudinal axle control and a track bar for lateral axle control.

The front and rear full-width high-strength steel track bars are positioned to control lateral movement of the axle with minimal angle change during suspension travel.

The shocks are tuned for optimum balance between on-road handling and legendary off-road capability, delivering ideal ride comfort, body-roll control and dynamic handling.

### **Robust Powertrain**

The Jeep Gladiator's standard 3.6-litre Pentastar V-6 engine delivers 285 horsepower and 260 lb.-ft. of torque and features engine stop-start (ESS) as standard equipment. It is engineered to provide a broad torque band with a focus on low-end torque, essential for off-roading, hauling heavy loads or towing a trailer. For off-road enthusiasts who love a manual transmission, a six-speed manual transmission is standard and an eight-speed automatic transmission is optional.

With the standard six-speed manual transmission, Gladiator boasts an impressive best-in-class crawl ratio of up to 84:1. With the optional eight-speed automatic transmission, Gladiator offers a crawl ratio of up to 77:1.

### **More Than 85 Available Advanced Safety and Security Features**

Safety and security were paramount in the development of the new 2024 Jeep Gladiator, which offers more than 85 available active and passive safety and security features. Newly standard on all models for 2024 are first- and second-row side curtain airbags, which complement standard driver and passenger front airbags and front seat-mounted driver and passenger side airbags.

For the 2024 model year, Gladiator features second-row outboard seatbelts with pretensioners and load limiters, as well as structural improvements for side-impact performance.

Forward collision warning and advanced cruise control with stop now come standard. Blind-spot and cross-path detection and ParkSense rear park-assist system come standard on Mojave X and Rubicon X, and are available on Sport S, Willys, Mojave and Rubicon. A ParkView rear backup camera with dynamic grid lines, traction control and electronic stability control (ESC) with electronic roll mitigation are standard on all models.

### **Iconic Jeep Design: New Grille, Wheel Designs and Multiple Open-air Freedom Options**

The new 2024 Jeep Gladiator builds on a sculptural design aesthetic that is immediately recognizable as a Jeep 4x4 with its traditional Jeep design cues. The 2024 Jeep Gladiator's iconic seven-slot grille wears an updated look with black textured slots, neutral grey metallic bezels and body-colour surround (gloss black slots and bezels on Willys).

Slimmer both visually and literally, the new grille's black textured vertical slots improve cooling.

A new trail-ready stealth antenna integrated into the front windshield replaces the previous steel mast antenna, streamlining Gladiator's appearance and eliminating brush or tree limb snags on the trail.

New for 2024, Jeep Gladiator features seven new standard and optional wheel designs, with tire sizes ranging from 32 to 33 inches.

Multiple open-air freedom options, including a new standard premium soft-top, two available hardtops (black and body colour), Sunrider for Hardtop and dual-door group with half doors, mean there are dozens of different door, top and windshield combinations, so Gladiator customers can customize their off-road adventure to their specific needs.

Gladiator is available in nine standout exterior colours, including: Anvil (new), Firecracker Red, Granite Crystal, Silver Zynith, High Velocity, Hydro Blue, Sarge, Bright White and Black.

### **Authentic Interior Design Refined for 2024, Boasting Premium Features and the Newest Technology**

The new Jeep Gladiator's refined interior is loaded with premium features and technology along with Jeep 4x4 functionality and versatility. With a new-for-2024 12.3-inch touchscreen at its core, the heritage-inspired centre stack features a clean, sculpted form that complements the horizontal dashboard design. A wrapped instrument panel features new soft-touch surfaces, in fabric or polyurethane, with contrast accent stitching. New AMPS bracket provisions are now featured on top of the dash for mounting accessory electronics.

An all-new 12.3-inch touchscreen – the most advanced and largest display ever offered on Gladiator – houses the fifth-generation award-winning Uconnect 5 system and sits prominently atop the centre stack, right above the new slim rectangular inboard air vent. Using full-array local dimming (FALD) backlight technology, the 12.3-inch screen delivers improved visibility, especially during open air conditions with the top and doors off. The outboard air vents retain their signature circular shape. Standard on all models is improved hands-free voice recognition, which uses new seven-microphone array technology.

Uconnect 5 delivers operating speeds that are five times faster when compared to the previous generation. By using an Android operating system and over-the-air (OTA) updates, Uconnect 5 brings flexibility that will allow the system to continuously evolve to offer new content, features and services.

The new Gladiator's Uconnect 5 system offers more connected services and features for unmatched ease of use. The suite of system highlights includes:

- 12.3-inch digital touchscreen (new)
- Jeep Adventure Guides featuring Trails Offroad (new)
- Five user profiles plus a valet mode – customizable music preferences, apps, seat position, mirror angles and climate comfort levels (new)
- Wireless Apple CarPlay and Android Auto
- Fully customizable home screen for quick access to frequently used features and one-touch operation (new)
- Simultaneous connectivity for two Bluetooth-enabled phones (new)
- Alexa Home to Car functionality to include in-vehicle Alexa virtual assistant with natural voice capability and Car to Home features
- Uconnect mobile app
- SiriusXM 360L platform and Personalized Stations Powered by Pandora (new)
- TomTom navigation with predictive search, natural speak and live traffic updates
- Maps OTA updates at the push of a button for Uconnect NAV system (new)
- 4G LTE Wi-Fi hotspot to connect up to eight wireless devices

The new Gladiator is well-equipped to keep vehicle occupants connected while on the go. Functionality is enhanced for front-row passengers with standard dual USB Type C ports that allow devices to charge up to four times faster. The Gladiator delivers a total of up to seven USB Type A and Type C ports for both rows. Standard 12-volt accessory outlets are located throughout the new Gladiator and a 115-volt AC outlet is available to power select three-pronged home electronics.

## Trail Rated & Trail Ready

The Jeep brand is the first automotive brand to feature built-in off-road adventure trail guides with the introduction of Jeep Adventure Guides featuring Trails Offroad, a leader in off-road trail guides and maps.

Downloaded right into the Jeep Gladiator's Uconnect 5 Nav system and displayed on the new 12.3-inch high-resolution screen, the available Jeep Adventure Guides deliver detailed guides and maps for the 62 Jeep Badge of Honor trails, which include the Rubicon Trail in California, Hell's Revenge in Utah and Jericho Mountain in New Hampshire. For even more adventures, owners can upgrade to a premium subscription that unlocks Trails Offroad's full catalog of 3,000-plus trail guides.

The Trails Offroad catalog spans a wide variety of difficulty levels and terrains and boasts an unmatched level of information and quality, including:

- All trails rated by experts based on real-world evaluation
- Consistent difficulty rating based on 14 inputs
- Route description
- Key waypoints for turns, obstacles and points of interest

This new partnership gives Jeep customers detailed information about the best off-road adventures across the United States and parts of Canada, with over-the-air updates available to further enhance the experience. Customers will also be able to navigate directly to the trailhead of their chosen off-road adventure and to keep track of their progress by following integrated trail route maps. The unrivaled in-vehicle integration further cements the Jeep brand's off-road leadership.

Since debuting on the 2024 Jeep Wrangler, Jeep Adventure Guides are being enhanced with a new "Follow Mode" that provides the right information at the right time by displaying popups for waypoints, such as intersection directions, obstacles or point of interests, as the driver approaches the waypoint on the trail. Also, for trails that can be traversed both directions, customers will be able to navigate to the end of the trail in addition to the start of the trail.

## The New Standard = More Standard Equipment

For 2024, the Gladiator lineup boasts more standard equipment across the model lineup, including:

Sport S:

- 12.3-inch touchscreen radio
- Premium soft-top
- Gray Soul fabric IP mid bolster
- Adaptive cruise control
- Forward collision warning
- Gorilla glass windshield
- 17-inch aluminum wheels
- Power windows and door locks

Willys (Sport S+):

- 32-inch mud-terrain tires
- Steel rock rails
- Rear-locking differential
- Off-Road+ mode
- Trailer tow and programmable auxiliary switches
- LED lamps (front, fog)

Mojave (Sport S+):

- LED lamps (front, rear, fog)
- 33-inch all-terrain tires
- Steel rock rails
- Selectable high-speed rear-locking differential
- High-clearance black fender flares
- Off-road Dana 44 axles
- Performance hood with centre scoop

- Sport steering wheel with paddle shifters
- 7-inch TFT cluster
- Proximity keyless entry
- Dual-zone automatic temperature control
- FOX 6.3 cm (2.5-in.) internal bypass shocks with reservoirs
- FOX front hydro jounce bumpers
- 2.5 cm (1-in.) front suspension lift
- Off-Road+ mode
- Trailer tow and programmable auxiliary switches
- No charge Black Freedom 3-piece hardtop

Mojave X (Mojave+):

- 12-way power adjustable front seats
- 12.3-inch digital touchscreen with navigation
- Nine-speaker premium Alpine audio system
- Nappa leather seats
- Heated seats and steering wheel
- ParkSense rear park-assist system
- Blind-spot Monitoring and Rear Cross Path detection
- Steel front and rear bumpers
- Integrated front off-road camera
- Body-colour fender flares and hardtop with headliner
- Integrated Bluetooth speaker
- Selec-Trac full-time transfer case

Rubicon (Sport S+):

- LED lamps (front, rear, fog)
- Trailer tow and programmable auxiliary switches
- Off-road Dana 44 axles
- Rock-Trac part-time transfer case
- Electronic front sway-bar disconnect
- 33-inch all-terrain tires
- Steel rock rails (cab, box)
- Steel rear bumper
- Selectable front- and rear-locking differentials
- Dual vented hood
- High-clearance black fender flares
- Proximity keyless entry
- 7-inch TFT cluster
- Dual-zone automatic temperature control
- Off-Road+ mode
- No charge Black Freedom 3-piece hardtop

Rubicon X (Rubicon+):

- 12-way power adjustable front seats
- 12.3-inch digital touchscreen with navigation
- Nine-speaker premium Alpine audio system
- Nappa leather seats
- Heated seats and steering wheel
- ParkSense rear park-assist system
- Blind-spot Monitoring and Rear Cross Path detection
- Steel front bumper
- Integrated front off-road camera
- Body-color fender flares and hardtop with headliner
- Integrated Bluetooth speaker
- Rock-Trac full-time transfer case

*\*Jeep Gladiator received the lowest rate of reported problems in a tie among midsize pickups in the J.D. Power 2023*

*U.S. Initial Quality Study of new vehicle owners' experiences after 90 days of ownership. Visit [jdpower.com/awards](http://jdpower.com/awards) for more information.*

## **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the majority of the Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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