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New York Stock Exchange Opening Bell Rings to Celebrate the All-new, All-electric 2024 Jeep® Wagoneer S Launch Edition, Now Open for Customer Reservations

- Jeep® brand takes over the NYSE to ring the opening bell with signage in and around the building and 2024 Jeep Wagoneer S Launch Edition display
- From New York City to the top EV markets around the United States, the Jeep brand is building awareness for its first global BEV with more than 170 out-of-home displays, including more than 3,500 square feet of signage on the façade of the NYSE
- Social media influencers across fashion, design, sports, tech and lifestyle genres will dedicate content to the launch of the Jeep Wagoneer S
- Available in Jeep brand EV-certified dealerships starting this fall, the Jeep Wagoneer S Launch Edition has a starting U.S. MSRP of \$71,995 (including \$1,795 destination) and qualifies for the Inflation Reduction Act Retail and Lease EV credits
- NYSE will mark the start of pre-sale for the 2024 Jeep Wagoneer S Launch Edition, with three easy steps to reserve for \$100
- Launch Edition pre-sale orders will also include choice of charging solution from Free2move Charge

May 31, 2024, New York - The Jeep® brand took over the New York Stock Exchange (NYSE) today, as Jeep Brand CEO Antonio Filosa and Stellantis leadership rang the opening bell to celebrate the opening of reservations for the first global Jeep battery-electric vehicle (BEV) – the all-new, all-electric 2024 Jeep Wagoneer S Launch Edition.

Revealed to the world in New York City on May 30, 2024, the Jeep Wagoneer S is scheduled to arrive in dealerships in the U.S. and Canada this fall. Customers looking to be the first behind the wheel will experience the lightning-quick 0-60 mph acceleration time of 3.4 seconds, 617 lb.-ft of instant torque and a targeted range of 300-plus miles by reserving one now.

“Reserving one of the very first 2024 Jeep Wagoneer S Launch Editions is designed to be a simple, easy experience for our customers,” said Bill Pepper, senior vice president and head of Jeep brand North America. “There’s one trim configuration – the Launch Edition – so customers only need to pick their exterior color, select their local dealer and secure their reservation.”

From New York City to top EV markets around the country, the Jeep brand is building awareness for its first global BEV with more than 170 out-of-home displays, including more than 3,500 square feet of signage on the façade of the NYSE, a Volta charging-station network takeover with messages across 2,000-plus screens around the country, and digital wall and kiosk signage throughout Penn Station, to capture the attention of daily commuters.

Customers can also visit [Jeep.com](https://www.jeep.com) to get more details, see newly released images and reserve the new [2024 Jeep Wagoneer S Launch Edition](#) with a refundable \$100 deposit via select mobile payment services. Every Jeep Wagoneer S Launch Edition includes the choice of a 48-amp Level 2 home charger or \$600 public charging credits through [Free2move Charge](#).

Jeep dealers have also been preparing for the launch of the new Jeep Wagoneer S, investing in infrastructure improvements, specialized BEV product training, installing charging stations, service bays and lifts and specialized EV maintenance tools.

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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 entire 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. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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