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More Bang for Your Truck Buck: Jeep® Brand Announces 2025 Price Repositioning for Gladiator Midsize Pickup

- 2025 Jeep® Gladiator now starts at \$39,995, including new standard eight-speed automatic transmission and destination
- All Jeep Gladiator models see manufacturer's suggested retail price (MSRP) revisions for 2025, alongside new standard equipment, including eight-speed automatic, standard power lock and power windows
- Midsize Jeep Gladiator is the only open-air pickup truck in the industry and delivers best-in-class V-6 towing and payload, plus segment-exclusive standard front and rear Dana solid axles

September 18, 2024, Auburn Hills, Mich. - The industry's only open-air pickup truck, the midsize Jeep® Gladiator, is folding back its roof to reveal revised 2025 model-year pricing for the U.S. market, including a repositioned, all-in starting price under \$40,000.

"We've listened to our off-road truck community, reducing MSRPs across the lineup and adding standard features, making the appeal of Jeep Gladiator stronger than ever," said Bob Broderdorf, senior vice president of Jeep North America. "Our standout pickup offers a unique combo of open-air driving, best-in-class towing capacity and unequaled off-road chops that's now more accessible to a wider range of midsize truck intenders."

Jeep Gladiator offers a range of trims to suit the diverse needs of pickup truck buyers, including Sport, Sport S, Willys, the Trail Rated Rubicon and the exclusive Desert Rated Mojave. Equipped with a standard 3.6-liter Pentastar V-6 engine producing 285 horsepower and 260 lb-ft of torque, the Gladiator delivers unmatched capability with a versatile cargo box. The [2025 Jeep Gladiator](#) boasts unsurpassed 4x4 max towing capacity of 7,700 pounds and a best-in-class payload of up to 1,725 lbs., making it a top choice for those seeking a capable and versatile midsize pickup.

Pricing for the 2025 Jeep Gladiator lineup (plus \$1,895 destination):

Model	MSRP
Sport 4x4	\$38,100
NightHawk	\$40,895
Sport S 4x4	\$41,600
Willys 4x4	\$45,200
Mojave 4x4	\$51,100
Rubicon 4x4	\$51,100

For 2025, new standard equipment on Jeep Gladiator includes an eight-speed automatic transmission, standard power lock and power windows.

Gladiator's refined interior features standard first- and second-row side-curtain airbags, standard adaptive cruise control with stop (Sport S and above), standard Uconnect 5 system with best-in-class standard 12.3-inch touchscreen radio and standard wireless Apple CarPlay and Android Auto.

Jeep Wave

Jeep Wave is a premium owner loyalty program filled with exciting benefits and perks, including worry-free maintenance at no additional cost. Jeep Wave was created to bring owners steadfast care and dedicated support. All Jeep brand vehicles and trims, including all trims of the 2025 Jeep Gladiator, are automatically enrolled upon purchase.

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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