

Contact: Amy Knight  
Bryan Zvibleman

## **2008 Jeep® Wrangler Unlimited: Twice the Doors, All the Capability and Fun**

August 31, 2007, Auburn Hills, Mich. - The 2008 Jeep® Wrangler Unlimited is the only four-door convertible on the market, with room for five adult passengers, and it offers a lot more: the most cargo space ever offered in a Wrangler, class-leading off-road capability, plus everyday practicality.

"The 2008 Jeep Wrangler Unlimited is a fun, capable convertible with room for five adults. It's a practical vehicle with enough cargo capacity for everyday tasks, and it's the most capable off-roader on the planet," said George Murphy, Senior Vice President – Global Brand Marketing, Chrysler LLC. "Jeep Wrangler Unlimited is appealing to customers who always wanted a Wrangler but needed even more space and versatility."

By adding 20.6 inches to the standard Jeep Wrangler's 95.4-inch wheelbase, the 2008 Jeep Wrangler Unlimited's wheelbase topped out at 116 inches. The added length allows for a larger rear seat and significantly more occupant and cargo room.

Unlike the four-wheel-drive-only configuration of the standard Jeep Wrangler, the Jeep Wrangler Unlimited is also offered in two-wheel drive. However, all Jeep Wrangler Unlimited models use the same tough body-on-frame construction, full-framed or half doors, exposed hinges, fold-down windshield and innovative removable convertible tops.

### **WHAT'S NEW FOR 2008**

New Package:

- Sahara Appearance Group – 18-inch aluminum wheels, bright steering-wheel spokes and air-conditioning outlet rings, front and rear bumper overlays

Exterior:

- Detonator Yellow exterior color (Wrangler X and Rubicon® models)

Powertrain / Chassis:

- Remote start available
- Tire Pressure Monitoring (TPM) system standard

### **DESIGN**

Inspiration for the Jeep Wrangler Unlimited's design came from several sources within Chrysler. Jeep concept vehicles including the 1997 Jeep Dakar, 2004 Jeep Rescue and 2005 Jeep Gladiator yielded design treatments that broke new ground in Wrangler design. In particular, the notion of adding more space and utility to the Wrangler's legendary off-road capability was a guiding inspiration to the creation of the Jeep Wrangler Unlimited.

The 2008 Jeep Wrangler Unlimited stands out with its four-door, open-air design and Jeep-signature design cues: classic round headlamps, seven-slot grille, trapezoidal wheel flares and exposed hinges.

The 2008 Jeep Wrangler Unlimited exterior is marked by taut lines, sharp angles, flat surfaces and subtle curves, giving Wrangler Unlimited a timeless quality: traditional but not stodgy, rugged but not intimidating, strong without being overdone. The result is a design that is simple, strong and purpose-built.

### **ENGINEERING**

While its legendary off-road capability is a given, the 2008 Jeep Wrangler Unlimited also boasts another feature that

appeals to a growing number of customers: a spacious interior that takes comfort and convenience to new lengths.

Interior space in the 2008 Jeep Wrangler Unlimited is a whopping 102.9 cu. ft., providing room for five adult passengers and delivering more cargo storage and seating configurations than any previous Wrangler.

The 2008 Jeep Wrangler Unlimited offers front-seat occupants a total of 54.8 cubic feet of room, while rear-seat room is 48.4 cubic feet. Front-seat occupants get 41 inches of leg room, while rear-seat passengers get 37.2 inches. With rear seats in the upright position, Jeep Wrangler Unlimited features 46.4 cu. ft. of cargo space behind the rear seats. Rear seats split 60/40 and easily fold flat, creating 83 cu. ft. of total storage volume. A new under-floor storage area secures personal items out of sight.

All four doors on the 2008 Jeep Wrangler Unlimited are front-hinged, with inside and outside handles, and windows that lower completely. Rear doors feature exposed forged hinges, open a full 90 degrees, and provide a 30.5-inch-wide opening. Power windows with front one-touch operation are available, with a plug-in/out capability that still allows the Wrangler Unlimited's doors to be removed.

The 2008 Jeep Wrangler provides several options in tops. Standard is the innovative Sunrider™ soft top, which includes a "sun roof" in addition to the full top-down option. Jeep's Freedom Top™, a three-piece modular hard top, is available. This system features three panels – left and right front-passenger panels and a rear panel – providing more options for open-air driving. And, of course, either top may be completely removed for a true open-air experience.

Capability has always been the core attribute of the Jeep Wrangler, starting with the basics. While improving its legendary 4x4 Jeep capability, the 2008 Jeep Wrangler benefits from a frame that is 100 percent stiffer than its predecessor, and a body structure that is 50 percent stiffer.

Suspension is a refined five-link coil setup with tuned shock absorbers. This setup works with a Dana 30 front axle and next-generation heavy-duty Dana 44 rear axle. The 2008 Jeep Wrangler Unlimited Rubicon model uses front and rear Dana 44 axles. The 2008 Jeep Wrangler Unlimited also offers an electronic-disconnecting front stabilizer bar, called the Active Sway Bar System, which delivers additional wheel travel for challenging terrain.

With high ground clearance combined with short front and rear overhangs, the 2008 Jeep Wrangler Unlimited is able to conquer incredibly challenging off-road obstacles, especially severe inclines. Off-road aficionados recognize the key numbers: for the Rubicon model, an approach angle of 44.4 degrees, breakover angle of 20.8 degrees and departure angle of 40.5 degrees. Underbody protection is provided by three skid plates – protecting the fuel tank, transfer case and automatic transmission oil pan.

The powerplant for the 2008 Jeep Wrangler Unlimited is a 3.8-liter V-6 engine producing 202 horsepower (151 kW) and 237 lb.-ft. (321 N•m) of torque, backed by a standard six-speed manual gearbox or an available four-speed automatic transmission.

The 2008 Jeep Wrangler Unlimited X and Sahara models are equipped with the second-generation Command-Trac® NV241 part-time, two-speed transfer case with a 2.72:1 low-range gear ratio. An optional Trac-Lok® limited-slip rear differential provides extra torque and grip during slippery, low-traction situations, such as driving over sand, gravel, snow or ice.

The 2008 Jeep Wrangler Unlimited Rubicon model is equipped with an Off-Road Rock-Trac® NV241 two-speed transfer case with a 4.0:1 low-range gear ratio, as well as electric front- and rear-axle lockers, an electronic sway-bar disconnect and 32-inch BF Goodrich off-road tires.

On-road ride balance in the 2008 Jeep Wrangler lineup is refined, with minimal body lean when cornering and braking. Suspension geometry provides precise ride-and-handling characteristics, while lower suspension spring rates provide a softer, more comfortable on-road ride. An Electronic Stability Program (ESP), which aids the driver in maintaining vehicle directional stability in severe driving maneuvers on any type of surface, is standard on the 2008 Jeep Wrangler. The ESP system features three modes – "full on," "full off" and "partial on."

## **PRODUCT HIGHLIGHTS**

### **4x4x4**

- Four-door versatility with the capability, fun and freedom found only in a Wrangler

### **First-ever four-door Wrangler expands the Jeep experience**

- Capability
  - Maintains Wrangler two-door's best-in-class off-road capability with similar approach angle (44.6 degrees vs. 44.3), departure angle (40.5 degrees vs. 40.4) and ground clearance (0.7 inches more than 2006 model)
  - Electronic-disconnecting sway bar increases suspension articulation
  - Equipped with solid front and rear axles, axle lockers, skid plates, tow hooks and 32-inch BF Goodrich off-road tires
  - Available towing capacity of 3,500 lbs. provides more capability
- Interior space and comfort – more than previous-generation Wranglers
  - 116-inch wheelbase is 20.6 inches longer than the new two-door Wrangler, yet overall vehicle width is the same (previous-generation Wrangler featured a 93-inch wheelbase on the standard model and 103-inch wheelbase on the Wrangler Unlimited)
  - Room for five passengers – a Wrangler first – including a rear-seat package and storage capacity competitive with mid-size SUVs
  - 46.4 cu. ft. of cargo volume behind rear seats – an increase of 24.1 cu. ft. (vs. previous-generation two-door Wrangler Unlimited)
  - Front-seat area boasts 54.6 cu. ft. of space – an increase of 4.8 cu. ft. – providing 5.1 inches more shoulder room and 4.6 inches more hip room than previous-generation two-door Wrangler Unlimited
  - Rear-seat area offers 46.3 cu. ft. of space – an increase of 4.4 cu. ft. (vs. previous-generation two-door Wrangler Unlimited)
  - 33-inch couple – an increase of 3.7 inches (vs. previous-generation two-door Wrangler Unlimited) – provides more rear-seat comfort and roominess
  - Rear seats feature ample room for adults, with 37.2 inches of legroom and 56.7 inches of hip room (vs. 34.5 inches and 41.2 on previous-generation two-door Wrangler Unlimited)
  - 83 cu. ft. of cargo volume behind front seats – an increase of 21.8 cu. ft. (vs. previous-generation two-door Wrangler Unlimited)
- Power
  - A standard 3.8-liter V-6 engine with 202 horsepower and 237 lb.-ft. of torque includes a standard six-speed manual transmission or four-speed automatic
  - Achieves more horsepower and torque with improved fuel economy over previous I-6 engine
- On-road refinement
  - All-new 100-percent stiffer frame
  - Wheelbase increased 20.6 inches (to 116 inches from 95), which contributes to a smooth ride and quiet cabin
  - Lower spring rates, advanced shock tuning and new powertrain and body mounts isolate the passenger compartment from vibrations
- Open-air fun
  - Only true 4x4 convertible available on the market
  - Standard Sunrider® soft top provides open-air driving, while an available three-piece hardtop – Jeep's Freedom Top™ – provides more options
  - Hundreds of different door, top and windshield combinations
- Safety features
  - Advanced multi-stage air bags
  - Anti-lock Brake System (ABS)
  - Brake Assist
  - LATCH (Lower Anchors and Tethers for Children)
  - Electronic Roll Mitigation (ERM)
  - Electronic Stability Program (ESP)

- Energy-absorbing steering column
- Seat belt pretensioners
- Seat-mounted side air bags
- Side-impact door beams
- TPM

#### **True to Jeep heritage**

- With its distinguished form-equals-function design, it is clearly recognizable as the original Jeep
- Stays true to the Jeep Wrangler recipe but features more of a precise appearance with clean, crisp lines and improved fit and finish
- Classic round headlamps, signature seven-slot grille, wide wheel flares, exposed forged hinges, fold-down windshield, sport bar, removable tops and doors and washable interior

#### **Rugged Jeep character with new convenience features**

- The 2008 Wrangler Unlimited retains Jeep core values of adventure, freedom, mastery and authenticity, and takes the existing Wrangler formula to the next level with new conveniences
- Available MyGIG™ Multimedia Infotainment System with navigation, six-disc stereo, MP3 player and SIRIUS Satellite Radio provide the latest interior conveniences
- Power windows and door locks are available – a Wrangler first – and are designed so that doors may be easily removed

### **MODEL LINEUP**

#### **2008 Wrangler Unlimited X**

##### **Standard Features**

- 3.8-liter V-6 engine
- Sunrider® soft top
- ESP
- 60/40 split-folding rear seat
- Air conditioning
- Variable intermittent wipers
- Tilt steering column
- AM-FM CD MP3 radio with six speakers
- Cloth seats with driver height adjustment
- Four-wheel-disc brakes
- Fuel tank skid plate
- Transfer case skid plate (four-wheel-drive model)
- Command-Trac® shift-on-the-fly transfer case
- 3.21 axle ratio
- Dana 44 rear axle
- Full metal doors
- Sentry Key® engine immobilizer
- Full-size matching spare tire
- 16-inch steel wheels
- TPM

##### **Optional Equipment**

- Air conditioning
- Power windows and locks, remote keyless entry and security alarm
- Half-metal doors with locks
- 3.73 rear axle ratio
- Electronic-disconnecting front stabilizer bar and electronic rear locker
- Freedom Top™
- Dual top group

- Tow hooks
- Fog lamps
- Leather-wrapped steering wheel with speed controls
- Trac-Lok® rear anti-spin differential
- Trailer Tow Group
- 17-inch aluminum wheels
- Six-disc CD player
- Seat-mounted side air bags
- SIRIUS Satellite Radio
- 368-watt, seven-speaker Infinity® sound system with subwoofer
- Tubular side steps

### **2008 Wrangler Unlimited Sahara**

In addition to Wrangler Unlimited X standard features:

#### Standard Features

- Power windows and locks, remote keyless entry and security alarm
- Premium cloth seats with YES Essentials® stain resistant, odor resistant, anti-static seat fabric
- Temperature and compass gauge
- 368-watt, seven-speaker Infinity® sound system with subwoofer
- Leather-wrapped steering wheel with speed controls
- Full-metal doors with roll-up windows
- Front and rear floor mats
- Deep-tint sunscreen glass
- Body-color fender flares
- Bright interior accents
- Bright bumper overlays
- Fog lamps
- Tow hooks
- 18-inch aluminum wheels
- Tubular side steps

#### Optional Equipment

- 3.73 axle ratio
- Freedom Top™
- Trac-Lok anti-spin rear differential
- Trailer tow group
- Seat-mounted side air bags
- Dual-top group
- SIRIUS Satellite Radio
- Six-disc CD player
- MyGIG™ Multimedia Infotainment System with navigation
- Remote start

### **2008 Wrangler Unlimited Rubicon**

In addition to Wrangler Unlimited Sahara:

#### Standard Features

- Electronic-disconnecting front stabilizer bar – Active Sway Bar System
- Rock-Trac® transfer case with 4:1 low range
- Next-generation, heavy duty Dana 44 front axle
- Tru-Lok® electronic locking front and rear differentials
- 4.10 axle ratio
- 17-inch machined aluminum wheels

- 32-inch BF Goodrich tires
- Rock rails
- Accent-color fender flares

#### Optional Equipment

- Power windows and locks, remote keyless entry and security alarm
- Deep-tint sunscreen glass
- Half-metal doors with locks
- Freedom Top™
- Dual top group
- Six-disc CD player
- Trailer tow group
- Front seat-mounted side air bags
- SIRIUS Satellite Radio
- MyGIG™ Multimedia Infotainment System with navigation
- Remote start

### SAFETY AND SECURITY FEATURES

Please refer to the [Safety Glossary](#) for descriptions of the following features:

- Advanced Multi-stage air bags
- Anti-lock Brake System (ABS)
- All-speed Traction Control
- BeltAlert
- Brake Assist
- Brake/Park Interlock
- Brake Traction Control System (BTCS)
- Child protection Rear Door Locks
- Constant Force Retractors (CFR)
- Crumple Zones
- Electronic Roll Mitigation (ERM)
- Electronic Stability Program (ESP)
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- Height-adjustable Seat Belts
- HomeLink® Universal Home Security System Transceiver
- Interior Head-impact Protection
- Knee Bolsters
- LATCH (Lower Anchors and Tethers for CHildren)
- Remote Keyless Entry
- Seat Belt Pretensioners
- Seat-mounted Side Air Bags
- Security Alarm
- Sentry Key® Engine Immobilizer
- Side Occupant Protection System
- Side-impact Door Beams
- Supplemental Side Air Bags
- Tire Pressure Monitoring (TPM) system
- UConnect® Hands-free Communication System

### COLOR AVAILABILITY

- Detonator Yellow (Wrangler X and Rubicon)
- Black
- Bright Silver

- Flame Red (Wrangler X and Rubicon)
- Jeep Green
- Red Rock
- Rescue Green
- Steel Blue
- Bright White (Wrangler X and Rubicon)

## **MANUFACTURING INFORMATION**

- 2008 model year production start: July 2007
- Production location: Toledo Supplier Park in Toledo, Ohio
- 3.8-liter V-6 engine: Trenton Engine Plant in Trenton, Mich.
- Four-speed automatic transmission: Kokomo Transmission Plant in Kokomo, Ind.
- Six-speed manual transmission: Sao Bernardo do Campo plant in Sao Paulo, Brazil

## **MARKET POSITION**

Born from Wrangler, the Jeep brand icon and ultimate 4x4, the Wrangler Unlimited is for those who want four-door versatility with the capability, fun and freedom found only in a Wrangler.

## **DEMOGRAPHICS**

- Gender: 60 percent male/40 percent female
- Median Age: 45
- Median Annual Household Income: \$75,000
- Household: 70 percent married

## **MARKET ADVANTAGES**

Even more Jeep: Four-door versatility with the capability, fun and freedom found only in a Wrangler

- Only true 4x4 convertible available on the market
- Room for five passengers – a Wrangler first – including a rear-seat package and storage capacity competitive with mid-size SUVs
- Maintains Jeep Wrangler two-door's best-in-class off-road capability with similar approach angle (44.6 degrees vs. 44.3), departure angle (40.5 degrees vs. 40.4) and ground clearance (0.7 inches more than previous-generation model)
- True to Jeep heritage: with traditional functional attributes and refined yet not-afraid-to-get-dirty appearance (top off, doors off, solid axles, folding windshield and washable interior with drain plugs)
- Rugged Jeep character with new convenience features

## **PRODUCT CHRONOLOGY**

### **2007 Model Year**

- All-new 2007 Jeep Wrangler Unlimited comes in three four-door model offerings: Wrangler Unlimited X, Wrangler Unlimited Sahara, Wrangler Unlimited Rubicon
- Jeep-signature design cues include hallmark seven-slot grille, round headlamps and an upright rectangular windshield
- Only four-door convertible on the market features Jeep's all-new, three-piece Freedom Top™ and the innovative Sunrider™ soft top
- Up to three skid plates protecting fuel tank, transfer case and automatic transmission oil pan
- Five-passenger seating includes 56.7 inches of rear seat hip room, 37.2 inches of rear seat leg room
- All-new instrument panel, center stack and high-back front bucket seats
- 46.4 cu. ft. behind second-row seat
- 83 cu. ft. with second-row seats folded flat -- more cargo space than 2007 Toyota FJ Cruiser, 2006 Hummer H3, 2006 Nissan Xterra

- 102.9 cu. Ft. of total interior space
- Standard 60/40-split fold-flat rear seat
- Available power windows and door locks with remote keyless entry
- Available full-screen navigation system, MP3 capability and SIRIUS Satellite Radio
- New 3.8-liter V-6 engine delivers 205 horsepower and 240 lb.-ft. of torque
- Available with six-speed manual or four-speed automatic transmissions
- All-new 100 percent more rigid frame in bending stiffness
- Five-link coil suspension with new upper and lower control arms and full-width forged-steel track bars
- Lower suspension spring rates provide a softer, more comfortable on-road ride
- Features a towing capacity of 3,500 lbs. and an optional towing package that includes a 4.10 axle ratio, class III trailer hitch and two front tow hooks
- Standard on the 2007 Jeep Wrangler Unlimited X model: low-pressure twin-tube shock absorbers tuned to match softer coil rates, achieving optimum balance between advanced on-road handling and rugged off-road capability
- Unlimited Sahara and Rubicon models feature standard high-pressure monotube shocks, utilizing Low Speed Tunable (LST) valve technology
- Enhanced Dana front and rear solid axles
- Available next-generation Command-Trac® and Rock-Trac™ transfer cases
- New electric axle lockers, and electronic-disconnecting front sway bar
- Best-in-class ground clearance, approach and departure angles
- 116-inch wheelbase
- Advanced shock tuning
- New cross-car steering linkage
- Advanced Multi-stage Air Bag System inflates with a force appropriate to the severity of an impact and includes the Occupant Classification System (OCS)
- Optional seat-mounted side air bags
- Brake Assist senses a panic brake condition and applies maximum braking power
- Electronic Stability Program (ESP) aids driver in maintaining vehicle directional stability, providing oversteer and understeer control to maintain vehicle behavior on various road surfaces
- Electronic Roll Mitigation (ERM) observes and monitors the vehicle roll attitude and lateral force to estimate the potential for a rollover situation

#### **2006 Model Year**

- Paint: Solar Yellow replaces Electric Lime Green
- Paint: Midnight Blue replaces Patriot Blue

#### **2005 Model Year**

- Premium version of Unlimited introduced
- Rubicon Unlimited introduced
- New six-speed manual transmission replaces five-speed manual
- Seven-speaker system made standard on Unlimited Premium and Rubicon
- Six-disc in-dash CD changer optional on all Unlimited models (late availability)
- Four-wheel disc brakes made standard on Unlimited
- Trac-Lok differential made standard on Unlimited
- Tru-Lok differentials standard on Rubicon Unlimited
- New Premium Audio Group (six-disc in-dash CD changer and seven-speaker system)
- New Security Group (electrochromic rearview mirror and Sentry Key® engine immobilizer) optional (included with Unlimited Premium)

#### **2004 Model Year**

- Long-wheelbase version of Wrangler introduced as Wrangler Unlimited
- 4.0-liter Power Tech I-6 engine
- Four-speed automatic transmission
- Power steering
- Four-wheel disc brakes



- Trac-Lok limited-slip differential
- Dana 30 front axle
- Dana 44 heavy-duty rear axle
- High-pressure gas-charged shock absorbers
- Full-steel doors with deep tinted windows
- Padded sport bar
- 15-inch x 8-inch Ravine aluminum wheels
- 30-inch x 9.5-inch R15 Goodyear Wrangler OWL tires
- SunRider™ soft top with sun roof feature
- Fog lamps
- Air conditioning
- AM/FM stereo radio with CD player
- Cloth high-back bucket seats
- Fold-and-tumble rear seat
- Front and rear floor mats
- NVH (Noise, Vibration, Harshness) Package
- Rear seat, wheelhouse and cargo area carpeting
- Next-generation air bags

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