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## **2006 Jeep® Wrangler Market Position and Advantages**

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### **Market position**

Jeep® Wrangler is the original 4x4, with a one-of-a-kind, open-air design that delivers unmatched fun, freedom and excitement. The Jeep Wrangler Rubicon and Wrangler Unlimited Rubicon offer extreme off-road capability previously reserved for highly modified vehicles. Jeep Wrangler Rubicon and Wrangler Unlimited Rubicon's integrated off-road system, which includes some of the most extreme off-road equipment available, is an industry-first from an OEM.

### **Market Advantages**

As the four-wheel-drive leader, the Jeep Wrangler and Jeep Wrangler Unlimited are fully capable off-road and fun to drive on-road. The spirit of Wrangler is "ageless," with a youthful image able to appeal to a demographic including younger buyers, enthusiasts and buyers looking for a second or third vehicle. Jeep Wrangler is the only true 4x4 open-air SUV that complements active and adventurous lifestyles, and continues to offer a "hose-out" interior.

The unique and distinctive, "go-anywhere, do- anything" design of Jeep Wrangler allows it to be both personalized and customized to fit a broad yet distinct range of buyers.

Jeep Wrangler is a multipurpose vehicle with an exceptional four-wheel-drive system and Quadra Coil suspension that provides the opportunity to escape the rigors of city life and tackle the most demanding off-road excursions with ease. As the legendary Jeep vehicle, Wrangler continues to deliver a one-of-a-kind feeling of fun, freedom and adventure. It is the heart and soul of the Jeep brand.

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