

November 6, 2023

TO: ALL JEEP DEALERS

SUBJECT: 2024MY JEEP PRICING ACTION

**RETAIL PRICE/FUEL ECONOMY LABELS**

These prices will appear on retail price labels beginning with 2024MY shipments on November 8th, 2023.

Federal law requires that prior to the sale, lease or display of a vehicle, EPA fuel economy data and pricing information be shown on a label affixed to the appropriate window of the vehicle. DO NOT sell, lease or display a vehicle until the label furnished by FCA US LLC, complete with EPA fuel economy data, has been affixed to the vehicle. Because the label furnished by FCA US LLC also contains price information, this label may not be removed once affixed. However, an additional label may be added.

**PRICE PROTECTION**

Bona fide sold orders obtained by you by 6:00 PM EDT on November 7th, 2023 will be price protected provided that:

THE CUSTOMER NAME APPEARS ON THE FACTORY ORDER PRIOR TO SHIP DATE (KZ); the vehicle is delivered to the ordering customer within (14) calendar days after being received by the dealer (X date) and the sale is reported to FCA US LLC under the DealerCONNECT system within 2 calendar days of the sale.

You must claim price protection by including 4EA on the order before shipment.

**DealerCONNECT**

DealerCONNECT will reflect the new pricing on November 8th, 2023. Please refer to code guides for factory wholesale prices (FWP).

**EXHIBIT I**

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Vehicle Line	Model	Base Price Increase \$MSRP	Base \$MSRP*
<u>Wagoneer</u>			
Series I 4x2	WSTM75	\$400	\$62,945
Series I 4x4	WSJM75	\$400	\$65,945
Series I 4x2 L	WSTM76	\$400	\$65,945
Series I 4x4 L	WSJM76	\$400	\$68,945
Series II 4x2	WSTH75	\$1,300	\$68,945
Series II 4x4	WSJH75	\$1,300	\$71,945
Series II 4x2 L	WSTH76	\$1,300	\$71,945
Series II 4x4 L	WSJH76	\$1,300	\$74,945
Series III 4x2	WSTP75	\$1,300	\$75,045
Series III 4x4	WSJP75	\$1,300	\$79,445
Series III 4x2 L	WSTP76	\$1,300	\$78,045
Series III 4x4 L	WSJP76	\$1,300	\$82,445
<u>Grand Wagoneer</u>			
Series I 4X4	WSJR75	\$500	\$91,945
Series I 4X4 L	WSJR76	\$500	\$94,945
Series II 4X4	WSJS75	\$1,400	\$98,945
Series II 4X4 L	WSJS76	\$1,400	\$101,945
Series III 4X4	WSJT75	\$1,550	\$112,595
Series III 4X4 L	WSJT76	\$1,550	\$115,595
<u>Grand Cherokee</u>			
Limited 4x2	WLTP74	\$625	\$49,405
Laredo 4x2	WLTH74	\$3,000	\$40,035
Laredo 4x4	WLJH74	\$3,000	\$42,035
Limited 4x4	WLJP74	\$3,000	\$51,405
Overland 4x2	WLTS74	\$3,000	\$62,995
Overland 4x4	WLJS74	\$1,200	\$64,995
Summit 4x2	WLTT74	\$1,200	\$64,560
Summit 4x4	WLJT74	\$625	\$66,560
Base 4xe	WLXP74	\$625	\$60,490
Trailhawk 4xe	WLXR74	\$3,000	\$66,185
Overland 4xe	WLXS74	\$625	\$73,480
Summit 4xe	WLXT74	\$625	\$74,670
<u>Grand Cherokee L</u>			
Laredo 4x2	WLTH75	\$500	\$42,035
Laredo 4x4	WLJH75	\$625	\$44,035
Limited 4x2	WLTP75	\$625	\$51,405
Limited 4x4	WLJP75	\$3,000	\$53,405
Overland 4x2	WLTS75	\$3,000	\$64,995
Overland 4x4	WLJS75	\$1,200	\$66,995
Summit 4x2	WLTT75	\$1,200	\$66,560
Summit 4x4	WLJT75	\$1,200	\$68,560
<u>Gladiator</u>			
Rubicon	JTJS98	\$1,600	\$52,995
Mojave	JTJH98	\$1,600	\$52,995
<u>Wrangler</u>			
2Dr Sport	JLJL72	(\$100)	\$31,995
2Dr Rubicon	JLJS72	\$1,100	\$46,795
4Dr Sport Unlimited	JLJL74	\$400	\$36,495
4Dr Sahara Unlimited	JLJP74	\$1,070	\$49,195
4Dr Rubicon Unlimited	JLJS74	\$1,600	\$51,295
4Dr Sport 4xe	JLXL74	\$700	\$50,695
4Dr Sahara 4xe	JLXP74	\$800	\$57,695
4Dr Rubicon 4xe	JLXS74	\$700	\$61,395
4Dr High Altitude 4xe	JLXT74	\$800	\$67,795
4Dr Rubicon 392	JLJX74	\$1,550	\$91,545
Unlimited Sport RHD	JLUL74	\$500	\$47,995

MSRP excludes Destination of \$2,000 (\$2,050 Hawaii) on Wagoneer and Grand Wagoneer  
MSRP excludes Destination of \$1,795 (\$1,845 Hawaii) on Grand Cherokee and Grand Cherokee L  
MSRP excludes Destination of \$1,895 (\$1,945 Hawaii) on Gladiator and Wrangler

END OF EXHIBIT I