

Wrangler Tops in Resale Value

For the third consecutive year, Jeep Wrangler has been named Best Resale Value in its class by Kelley Blue Book's KBB.com.

Wrangler also landed on KBB.com's Top 10 list for the second year in a row.

"The iconic Wrangler leads the Jeep brand's residual values," said Eric Ibara, director of residual consulting for Kelley Blue Book.

"Not only does Jeep Wrangler command a significant amount as a used vehicle but it does so consistently year after year. Not surprisingly, Wrangler again finds itself on Kelley Blue Book's Top 10 list."

Kelley Blue Book's KBB.com Best Resale Value Awards are based on projections from the Kelley Blue Book Official Residual Value Guide, determined by a skilled staff of automotive analysts. These prestigious awards honor vehicles expected to maintain the greatest proportion of their original list price after five years of ownership.

"Jeep has continued to make the Wrangler better in every way, and we're delighted that it has once again been recognized by Kelley Blue Book and consumers alike as a tremendous value," said Mike Manley, president and CEO - Jeep Brand, Chrysler Group LLC.

"Wrangler sales for the year are up nearly 20 percent because customers know they're getting ultimate capability in a more fuel-efficient package suitable for everyday driving, that will retain its value for years to come."

Kevin Bilski, used car manager at Galeanas Dodge in Warren, said that he wasn't surprised to hear about Kelley Blue Book honoring the Wrangler.

"There's no doubt in my mind that the Wrangler has a following," Bilski said. "People who own them, love them."

"When it's time to trade in their old Wrangler, they want another Wrangler right away. They're hard to keep on the lot. I just had six and sold five of them."

With the introduction of an all-new powertrain for 2012, Chrysler officials say Jeep Wrangler features dramatically improved on-road performance combined with even more off-road prowess. Now, say the officials, with new features added to the interior, the 2013 Wrangler adds improved comfort to its long list of benefits.

Passengers are now greeted by new front and rear seats, interior courtesy lighting found under the instrument panel as well as the cup holder areas, an auto-dimming electro-chromatic mirror featuring LED map lights for front passengers, an available Alpine premium speaker system and an optional premium Tire Pressure Monitor system that can give readouts for each individual tire.

Also new for 2013 is a revised soft top on Unlimited models that is easier to raise and lower, especially when operated by one person, and an available premium soft top. Available on all models, the new, premium soft top uses an easier to clean, upscale material. Consisting of three layers, the new top also helps reduce interior noise and is easier to fasten.

All this attention paid to keeping the Wrangler fresh has really paid off, said Matt Johnson, a used car salesman at Milosch Chrysler Dodge Jeep Ram in Lake Orion.

"Nothing sells better than a Wrangler," Johnson said. "They really hold their value. The Jeep line in general commands loyalty from its customers. We also do well with the Liberty as a vehicle."

"I believe it's because Chrysler has done a lot of work to keep the line fresh, with upgraded engines and redesigned interiors. That work has really paid off."

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