

# Jeep upgrades Wrangler fleet

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For 2010, Jeep has added equipment upgrades across the Wrangler Unlimited lineup. A new and improved Sunrider soft top, which includes a "sun roof" and full top-down option, makes it easier to remove the roof for that open-air experience.

A Freedom Top three-piece modular hard top with removable panels is also available.

Fog lamps, tow hooks, and a compass and outside temperature readout are now standard across the lineup. Jeep has also reworked the dome lamp, installed bigger sliding sun visors with mirrors, adjusted the exterior colour palette and, among option packages, is offering new wheel styles and a Uconnect phone and navigation system.

Oh, and there's also a "fuel-saver indicator that provides drivers with continuous feedback on fuel consumption." It's basically a little Eco light that comes on when you're decelerating.

Boy, that's some technology.

If Jeep was really interested in fuel economy, they'd explore the range-extended electric version they debuted in 2008, or bring over the 2.8-litre diesel that they offer in Europe and other markets. But, with the demise of the diesel in the Liberty, and with Fiat cleaning house, there's not much chance of either happening.

What the 2010 Jeep Wrangler Unlimited does have under the hood is the familiar 3.8-litre V6 engine making 202 hp and 237 lb/ft.

Those numbers sound diminutive, considering the Unlimited's 1957 kg curb weight but the old OHV V6 responded with a roar and I enjoyed it, probably because I was making the most of the power through a long-throw six-gear manual tranny that chucks delightfully into gear and vibrates at speed like a drunk at a revival meeting.

This is just part of the Jeep's trucky persona, along with the iconic rough edges - the traditional round headlamps, the folding windshield, the exposed hinges, heck, even the overall old-fashioned, boxy utilitarian body shape that remains as aerodynamic as an outhouse.

But, as everyone knows, in a kind of reverse snobbery, Jeep owners wouldn't have it any other way.

Eventually, though, the fun came to an end and, as the mother of any five-year old will tell you, it's a lot harder to get mud off than to it is to put it on.

But, after thumping a handful of toonies into the spray 'n wash and interminable rinses, I had removed about 10 kilos of mud, gravel and clumps of sod, and the renewed 2010 Jeep Wrangler Unlimited was ready for its return to Chrysler Canada.

It was shiny and clean, chrome glinting, body-work gleaming like a newly-minted penny.

Now, if only I hadn't hit that puddle on the way back . . .

## JEEP WRANGLER UNLIMITED RUBICON 2010 AT A GLANCE

**BODY STYLE:** Four-door sport utility.

**DRIVE METHOD:** front-engine, part-time four-wheel-drive.

**ENGINE:** 3.8-litre OHV V6 (202 hp, 237 lb-ft of torque).

**FUEL ECONOMY:** 14.1/10.8L/100km (city/hwy) (manual); as tested 14.9L/100km (combined).

**PRICE:** 2010 Jeep Unlimited starts at \$24,495.

2010 Jeep Unlimited Rubicon starts at \$30,995.

**WEBSITE:** www.jeep.ca



The top-of-the-line Rubicon model offers available two-tone leather seating, a Uconnect phone and navigation system and a long list of dynamic and off-road technologies to balance comfort and robust ability.

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Sorento EX-V6 Luxury shown

Sale Price From:  
**\$23,495<sup>+</sup>**  
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You Pay:  
**\$25,354<sup>+</sup>**  
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For informational purposes, effective rate is **5.75%<sup>††</sup>**

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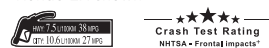
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Rondo EX shown



### 2010 KIA RONDO

- 2.4L, 4-cyl., 16-valve CVT, or available 2.7L, 24-valve CVT V6 engine
- Standard 6 airbags, ABS and automatic transmission
- Standard 6-way adjustable driver's seat

Sale Price From:  
**\$17,995**  
Purchase Price

Save up to **\$2,000**

You Pay:  
**\$19,754<sup>†</sup>** AND **0%**  
Purchase Price Finance APR

**Includes:**  
Delivery & Destination \$1,650  
Fees \$109



Forte EX shown



### 2010 KIA FORTE

- 2.0L, 4-cyl., 156 HP, or available 2.4L, 4-cyl., 173 HP engine
- Bluetooth® hands-free cell phone capability<sup>§</sup>
- 4-wheel ABS disc brakes
- Power locks, windows and heated mirrors

Sale Price From:  
**\$13,995**  
Purchase Price

Save up to **\$1,800**

You Pay:  
**\$15,559<sup>†</sup>** AND **0%**  
Purchase Price Finance APR

**Includes:**  
Delivery & Destination \$1,455  
Fees \$109



Rio EX shown



### 2010 KIA RIO

- 1.6L, 4-cyl., 16-valve CVT engine
- AM/FM/CD/MP3 stereo with USB and AUX audio inputs
- Bluetooth® hands-free cell phone capability<sup>§</sup>
- 6-way adjustable driver's seat and tilt-adjustable steering column

Sale Price From:  
**\$9,995**  
Purchase Price

Save up to **\$3,700**

You Pay:  
**\$11,559<sup>†</sup>** AND **0%**  
Purchase Price Finance APR

**Includes:**  
Delivery & Destination \$1,455  
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\*\*90 Day Don't Pay\*\* (90 day payment deferral) applies to purchase financing offers on all new 2010 Kia models. No interest will accrue during the first 60 days of the finance contract. After this period interest starts to accrue and the purchaser will repay principal and interest monthly over the term of the contract. \*\*\*0% financing available on 2010 Forte (F0540A)/2010 Rondo (R0751A)/2010 Rio (R0542A) for 36 months on approved credit (OAC). Cash back amount varies by model and trim. \*\*\*\*Monthly lease payment for 2011 Sorento (SRS40B) is \$299 for 48 months at 4.9% lease APR with a \$4,010 down payment. Total lease obligation is \$18,391 with the option to purchase at end of term for \$10,658. Delivery and destination fees of \$1,650 excluded. Lease has 20,000 km/year allowance (other packages available) and \$0.10/km for excess. †Cash purchase price for 2011 Sorento (SRS40B) is \$23,495 and includes a cash credit of \$500 based on an MSRP of \$23,995. Delivery and destination fees of \$1,650 excluded. License, registration, insurance, dealer administration fees and taxes are excluded. ††For information purpose only. The effective lease rate is 5.75% and is calculated based on the net benefit of the cash credit over the existing lease credits. Please see dealers for full details. †Purchase price for 2010 Forte (F0540A)/2010 Rondo (R0751A)/2010 Rio (R0542A) is \$15,559/\$19,754/\$11,559 and includes a cash rebate of \$1,800/\$2,000/\$3,700 based on an MSRP of \$15,759/\$19,955/\$13,695. Delivery and destination fee (\$1,455/\$1,650/\$1,455), OMVIC fee, Environmental fee, Excise Tax and Air Tax (where applicable) included. All offers exclude license, insurance, PPSA, applicable taxes and variable dealer administration fees (up to \$699). †††Highway/city fuel consumption for 2010 Rio (R0542A) is 5.8L (49MPG) / 7.1L (40MPG); 2010 Rondo (R0751A) is 7.5L (38MPG) / 10.6L (27MPG); 2010 Forte (F0540A) is 5.8L (49MPG) / 8.3L (34MPG); 2011 Sorento 2.4L MT (SRS40B) is 7.4L (38MPG) / 10.6L (27MPG). The actual fuel consumption of these vehicles may vary. These estimates are based on the Government of Canada's approved criteria and testing methods. Refer to the Government of Canada publication EnerGuide Fuel Consumption Guide. ††††The 2010 Kia Forte was awarded Car of the Year by NADA Guides.com. To learn more please visit www.NADAGuides.com, Green Score for the 2010 Kia Rio/Rio 2010 Kia Rondo based on specification within its segment. Refer to www.GreenCar.org for full details. NHTSA (National Highway Traffic Safety Administration) test results. Visit www.safercar.gov for full details. The Bluetooth™ word mark and logo are registered trademarks and are owned by Bluetooth SIG, Inc. Some vehicles advertised may include optional accessories or after-sale equipment and may not be exactly as shown. Information in this advertisement is believed to be accurate at the time of print. Offer ends April 30, 2010. KIA is a trademark of Kia Motors Corporation.