

Jeep® Wrangler Rubicon Whitecap Edition Sells Out Ahead of Launch in India

Limited allocation of 25 units fully booked as collectors and enthusiasts snap up one of the rarest Wrangler editions ever offered in the country

- All 25 units allocated for India fully sold out ahead of launch
- Indian customers become part of a select global fraternity of 250 Whitecap owners worldwide
- Special edition celebrates Jeep's 85-year legacy of adventure, freedom and authentic capability
- Available exclusively in Mojito Green, featuring signature Bright White design elements inspired by the iconic CJ-Universal

Pune, 13th October 2026: Jeep® India today announced that the Jeep Wrangler Rubicon Whitecap Edition has been completely sold out following an overwhelming response from customers across the country. Limited to just 25 units for India, the highly coveted special edition has now been fully allocated, reflecting strong demand from customers seeking rarity, heritage and authentic capability.

The rapid sell-out highlights the growing appetite among Indian customers for limited-production vehicles that combine capability, distinctive design and collectible value. More than a vehicle, the Wrangler Whitecap Edition offered customers a rare opportunity to own a distinctive chapter in Jeep's storied history while celebrating the values that have defined the brand for nearly 85 years.

The Wrangler Whitecap Edition draws inspiration from the legendary CJ-Universal and its iconic Arctic White top, a design element that became synonymous with adventure and individuality. Reimagined for the modern era, the special edition combines Jeep's unmistakable design language with classic styling cues, creating a bold expression of the Wrangler's timeless character.

Commenting on the achievement, **Kumar Priyesh, Business Head & Director - Automotive Brands, Stellantis India**, said "The response to the Wrangler Rubicon Whitecap Edition has been exceptional and further demonstrates the strong emotional connection Indian customers share with the Jeep brand. Whitecap was conceived as a limited-production collector's edition, inspired by Jeep's iconic design DNA and created for customers who value exclusivity and distinction. The fact that all units have now been spoken for reflects both the enduring appeal of the Wrangler and the growing appreciation for rare Jeep vehicles among enthusiasts in India. We are delighted to welcome these customers to a unique ownership experience that reflects the values of freedom, adventure and authenticity that define Jeep."

Rooted in Jeep's 85-year legacy of innovation and off-road leadership, the Wrangler Rubicon Whitecap Edition combined the legendary capability of the Wrangler Rubicon with distinctive design elements including a Bright White painted hardtop roof, Bright White seven-slot grille, exclusive exterior graphics and Whitecap detailing. Offered exclusively in Mojito Green, the special edition represented one of the rarest Wrangler editions ever introduced in the Indian market.



The sell-out further strengthens Jeep India's position in the premium SUV segment and highlights the increasing demand for limited-production vehicles that offer distinctive character, provenance and collectible appeal.

For the 25 customers who secured the Wrangler Whitecap Edition, ownership comes with membership of a select global fraternity of Whitecap owners, united by a passion for exploration and adventure.

"The Whitecap Edition was created to celebrate individuality and the iconic character of Jeep. Its enthusiastic reception in India demonstrates that well-crafted, purpose-led special editions continue to resonate strongly with discerning customers. The complete sell-out of the Whitecap Edition during Jeep India's 10th anniversary year is a powerful endorsement of the strength of the Wrangler nameplate and the growing maturity of India's premium adventure SUV market. The first 25 vehicles will remain a highly exclusive chapter in the Whitecap story, while the strength of customer interest is encouraging us to explore how we could bring this distinctive expression of Wrangler back to India in the future," added Kumar Priyesh.

The Jeep Wrangler Rubicon Whitecap Edition was priced at ₹73.55 lakh (ex-showroom) and deliveries will commence through authorized Jeep dealerships across India by end of this month.

Jeep Brand

For nearly 85 years, Jeep has been a global leader in SUVs, delivering legendary off-road capability, advanced technology and exceptional versatility for those who seek fun and adventure. With a commitment to innovation, the Jeep brand offers a diverse lineup of vehicles powered by internal combustion engines, hybrid technology and all-electric drivetrains. Built on a heritage of freedom, adventure, authenticity and passion, Jeep continues to set the standard for rugged and refined vehicles designed to conquer it all.

About Stellantis

Stellantis N.V. (NYSE: STLA / Euronext Milan: STLAM / Euronext Paris: STLAP) is one of the world's leading automakers aiming to provide clean, safe and affordable freedom of mobility to all. It's best known for its unique portfolio of iconic and innovative brands including Abarth, Alfa Romeo, Chrysler, Citroën, Dodge, DS Automobiles, FIAT, Jeep®, Lancia, Maserati, Opel, Peugeot, Ram, Vauxhall, Free2move and Leasys. Stellantis is executing its Dare Forward 2030, a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, with single-digit percentage compensation of the remaining emissions, while creating added value for all stakeholders. For more information, visit www.stellantis.com.



@Stellantis



Stellantis



Stellantis



Stellantis

For more information, contact:

Khushboo Gupta | Head Corporate Communication & Public Relations – Stellantis India

khushboo.gupta@stellantis.com

Suvro Banerjee | We. Communications

+91 8981821262 | suvrob@wecommunications.com