

New Jeep® Avenger: the evolution of compact freedom. Orders open today featuring the 85th Anniversary Special Edition

- **Jeep® presents the New Jeep Avenger, evolution of the brand's best-selling model in Europe. Orders open today**
- **A true freedom machine designed in Europe, New Jeep Avenger does everything and goes everywhere, combining design and functionality in full Jeep spirit**
- **New Jeep Avenger further enhances its appeal with refreshed styling and additional features. Technology upgrades include LED matrix headlights and front camera with 360° view. In the exteriors New Jeep Avenger refreshes the 360-degrees protection with new bumpers. The interior has also been renovated in order to further improve the look, touch and feel of all surfaces**
- **New Jeep Avenger gives customers the freedom to choose the powertrain they want: the model is available as e-Hybrid, full electric and 4xe, as well as equipped with the brand-new petrol Turbo 100 with manual transmission**
- **To celebrate Jeep's 85th Anniversary, the New Jeep Avenger is presenting a dedicated Special Edition that complements its wide selection of trim levels**
- **Supported by range extensions, Jeep Avenger sales have grown steadily over the years, reaching the milestone of over 270,000 orders as of today (note: 13 MAY 2026)**

Jeep® presents the New Jeep Avenger, opening a new chapter in an extraordinary success story.

85 years of brand history in just over 4 meters: New Jeep Avenger sums up all Jeep values in the most compact model in the range.

Contemporary expression of the brand's DNA, as well as groundbreakingly innovative, Jeep Avenger was designed in Europe with

European customers in mind, and gained worldwide appreciation thanks to its unique combination of style, functionality, capability, and technology.

This product formula marked a turning point in the B-SUV market – offering capability as never seen before in the segment, along with the personality of a cool compact car.

The success of Jeep Avenger has grown steadily over time, as new versions have expanded its sales perimeter: it has reached a total of 270,000 orders to date of which 60% electrified). Today, Jeep Avenger is the best-selling SUV in Italy, and one of the leading models in the B-SUV segment in Europe (which is the second largest in terms of volumes).

Avenger is truly a car for everyone: its customer base is very well balanced, combining traditional middle-aged male customers with a higher share of female buyers (+35% versus brand average) and a stronger presence of drivers under 40 (+35% versus brand average).

Fabio Catone, Head of Jeep Brand in Enlarged Europe, commented:

“Wherever life takes you, the New Jeep Avenger is always the perfect fit: agile in the city, adventurous in the wild, and designed around the essence of ‘concentrated freedom.’ Designed and manufactured in Europe, it opens a new chapter: new features, more updates, and the exclusive 85th Anniversary Special Edition make it the most compelling Avenger yet.”

New Jeep Avenger: DNA-inspired evolution

New Jeep Avenger, designed and manufactured in Europe, evolves along the same lines that inspired the original model: design to function, practicality combined with high quality, technology for comfort and safety, DNA features, and full freedom of choice when it comes to propulsion.

Design to function and family feeling:

the inspiration for style refresh

The seven-slot grille is essential to Jeep’s family feeling. On the New Jeep Avenger this feature is enhanced by LED retroillumination: a New Compass-inspired detail that will make the grille visible at night and immediately recognizable in the traffic. Available as standard on top trims, this content conveys innovation and modernity, aligning the car’s look to the rest of the Jeep lineup – and will become its new signature.

Design to function” is – as ever – the fundamental principle of Jeep’s styling. Distinctive aesthetic elements such as cladding all around the vehicle, encased headlamps, and “molded-in-color” skid plates also help avoid damage in case of small shocks. The New Jeep Avenger refreshes this 360-degrees protection with new bumpers – complemented, on the 4xe version, with vertical red front details and the Jeep Shield.

New exterior features include redesigned 17” and 18” alloy wheels (either painted or diamond-cut) and new wheelcaps that display a stylized Jeep Willys profile.

Two brand-new colors, Forest and Bamboo, have been introduced into the New Jeep Avenger palette in addition to Granite, Ruby, Snow, Storm and Volcano. Their names express the brand’s deep connection with nature.

Customers can specify the black roof as an option to add a touch of personal style.

The interior has also been renovated in order to further improve the look, touch and feel of all surfaces – as well as the perception of quality offered, which is now at the top of the segment.

- Door panels adopt a softer material.
- The lower dashboard is enriched by a padded insert.
- The Altitude and Summit trims provide new premium cloth/vinyl upholstery.
- The 4xe version offers new, washable and highly durable green interiors.

The Selec-Terrain® control is now framed in red and rubber-coated to be easily identifiable and usable. The Selec-Terrain function allows customers to choose the most appropriate drive mode for the terrain, based on specific set-ups of gas pedal, gearshift, traction & stability control, steering wheel, and (on 4xe) torque management.

Best-in-class offroad capability paired with top on road technology: new LED matrix headlights and 360° parking view

No-compromise Jeep capability is guaranteed on all versions – front-wheel drive included – by optimized offroad angles (up to 22° approach, 21° breakover, 35° departure) and ground clearance (up to 210 mm).

All-terrain, all-weather performance is enhanced by Jeep Selec-Terrain and Hill Descent Control, both offered as standard on all trims.

Already equipped with technological features at the top of the segment, Jeep Avenger now also introduces LED matrix headlights.

The new LED Matrix system provides a safer and more relaxed driving experience: better night vision, edge lighting, and cornering – all with reduced stress and eye fatigue. The system automatically adapts the beam to traffic and speed, ensuring optimal visibility without driver intervention.

Thanks to its additional front camera, New Jeep Avenger offers a 360° view that simplifies parking maneuvers and protects the vehicle from minor damage. When cameras are activated, a top view of the vehicle and its nearby surroundings is digitally reconstructed and displayed on the touch screen. Depending on the context, the best view and zoom level are automatically selected. The driver can override the system and change the view at any time.

Full freedom of choice among Petrol, e-Hybrid, 4xe and Electric

Jeep lets the customer decide. The new Jeep Avenger offers all types of powertrains, manual and automatic transmission, front- and all-wheel drive.

- Customers seeking a traditional driving experience will opt for the new Petrol Turbo 100 with manual transmission.
- Customers who appreciate the comfort of automatic transmission will find it on the 110-HP e-Hybrid. The Hybrid 110 engine features variable-geometry turbo and Miller cycle (based on an efficient and silent chain timing system). It is coupled with a 6-speed automatic dual-clutch gearbox with integrated e-motor and 48V / 0.9 kWh Li-Ion battery. This combination offers up to 1 km full-electric mode below 30 km/h.
- Customers requiring maximum off-road capability and on-road grip will look for the all-wheel drive 145-HP 4xe version, equipped with electrified DCT, front thermal engine, and a rear electric motor delivering up to 1,900 Nm of torque to the rear wheels. This means New Jeep Avenger 4xe can overcome slopes of 40% on gravel, and 20% when the front axle has no grip.
- Customers who are after smooth and quiet full-electric drive will choose the pinnacle of New Jeep Avenger technology: the 156-HP BEV with 54 kWh gross battery capacity, up to 100 kW DC and 11 kW AC charging capability. This version offers up to 400 km WLTP autonomy.

New Turbo 100 petrol engine w/ manual transmission

The new Turbo 100 petrol engine is a 3-cylinder unit of 1,199 cm³ delivering a maximum output of 101 hp (74 kW) at 5,500 rpm and offering maximum torque of 205 Nm from 1,750 rpm, paired with a 6-speed manual transmission for a traditional driving experience.

The new variable-geometry turbocharger optimizes engine response at low revs, making urban driving and overtaking maneuvers easier, and ensuring driving pleasure in all conditions.

- **Optimized efficiency**

Fuel consumption and emission control are ensured by a new high-pressure (350 bar) direct injection system, new piston heads, a new valve timing system that reduces internal friction, and Miller cycle operation with high compression ratio improving thermal efficiency.

- **Enhanced reliability**

The Turbo 100 petrol engine is equipped with a timing chain delivering superior durability. The new engine block, pistons and rings are designed for overall robustness and controlled oil consumption.

During its development, the engine underwent particularly demanding endurance tests in extreme conditions, with more than 30,000 hours on test benches reproducing all driving conditions.

New Jeep Avenger: distinctive features are standard

New Jeep Avenger offers capability, connectivity, comfort and safety state-of-the-art features on all trims. These include full-LED front lights, automatic high beam, keyless start, cruise control, and automatic air conditioning.

The 10"25 infotainment system comes complete with wireless Android Auto and Apple CarPlay, customizable interface and over-the-air update.

The Jeep Mobile App allows Customers to locate their car, lock and unlock the doors, check the battery level, program the battery charge, and activate climate control directly from their smartphone.

The square-shaped trunk provides a volume of up to 380 liters with a 1-meter wide rear hatch and a trunk sill height of 730 mm for easy access.

The reversible cargo floor has a washable, easy-to-clean surface on one side.

The well-organized and flexible interior storage compartments offer a total of up to 34 liters capacity. Mobile pad covers make the central tunnel modular and reconfigurable on all automatic transmission versions.

Fully equipped from the entry version, trims offer greater freedom of choice

Trims allow Customers to specify the New Jeep Avenger that best suits their taste and use.

On front-wheel drive versions, available trims are Longitude, with all the contents listed above, the core version Altitude, and the top version Summit.

The all-wheel drive 4xe is characterized by higher ground clearance, black Jeep Shield, front bumper red details, LED foglamps, roof rails, and rear red tow-hook. It is offered in two trims – Upland, based on Altitude, and the fully-equipped Overland.

Many equipment packs are also available— along with stand-alone options such as the exclusive open-air sunroof, hands-free power liftgate, and heat pump on the BEV version.

On top of this, to help Customers build “their own” vehicle, the New Jeep Avenger offers a vast choice of accessories and customization opportunities, including two new hood stickers.

The New Jeep Avenger special edition is dedicated to the brand’s 85th Anniversary

The launch edition of the 85th Anniversary New Jeep Avenger draws inspiration from the Brand’s history, with exclusive design details to celebrate the occasion.

Outside, 85th anniversary logos on the fenders pay homage to Jeep heritage; gold-finish bumpers and wheels mark the Anniversary; a tartan hood decal and the “85 Years of Adventure” logo symbolize Freedom and Adventure.

Inside, specific seats adorned with the 85th anniversary logo are covered in tartan, symbolizing our enduring passion for the open-air experience. The gold stitching on the seats and dashboard is another celebratory detail that underscores the uniqueness of this version.

The New Jeep Avenger 85th special edition is imagined for both Jeep lovers who want to celebrate the brand's anniversary, and for drivers who appreciate a car designed to stand apart.

New Jeep Avenger 85th Anniversary shares the product content of the Altitude (the Upland in the case of the 4xe), and is made aesthetically unique by a set of distinctive features – such as illuminated 7-slot grille, specific logos on the fenders and 18” wheels in gold finish. The 4xe version is characterized by a dedicated hood sticker.

LED matrix headlights, LED foglamps, and front camera with 360° view are standard for maximum safety and protection.

The interior is enriched by multi-colored ambient light, a specific pad cover, upholstery decorated with a tartan pattern, and cloth/vinyl seats with 85th logo.

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.

Turin, May 13th 2026