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## **Canada: Jeep® Brand Adds Availability of Tuscadero Exterior Paint for Wrangler Into 2022 Model Year in Response to Strong Customer Demand**

***2022 Jeep® Wrangler Production Kicks Off at the Toledo (Ohio, USA) Assembly Plant on Dec. 16, 2021***

- Tuscadero exterior paint colour now available in Canada, but only through December 2021
- In the U.S., nearly 30,000 orders for Tuscadero in its first three months of availability
- Tuscadero is available on Wrangler Sport, Sahara, Rubicon, 4xe and 392 models

December 9, 2021, Windsor, Ontario - Answering strong customer demand, Jeep® brand has added the Tuscadero exterior paint colour in Canada for Jeep Wrangler for the 2022 model year. Since ordering opened in the U.S. in August 2021 for the limited-run exterior paint colour, the head-turning hue has racked up nearly 30,000 orders, making it the most popular Wrangler special-edition colour this year.

"We expected Tuscadero to be popular and the customer response has been overwhelmingly strong," said Jim Morrison, vice president and head of Jeep brand North America. "It's so popular, we're extending production into 2022 model-year production to meet strong customer demand. Customers can place an order through December of this year."

The audacious Tuscadero, a deep and intense chromatic magenta, joins a lengthy lineup of vivid, special-run colours, including Gecko, Chief and Nacho, all of which add customization and appeal to the Jeep Wrangler with a special color palette straight from the factory.

Available on all [Wrangler](#) models, including Sport, Sahara, Rubicon, 4xe and 392, the Tuscadero exterior paint option can be ordered now through December 2021 and is priced at a Canadian manufacturer's suggested retail price (MSRP) of \$395.

### **Jeep Brand**

Built on 80 years of legendary heritage, Jeep is the authentic SUV brand that brings capability, craftsmanship and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of security to handle any journey with confidence. The Jeep vehicle range consists of the Cherokee, Compass, Gladiator, Grand Cherokee, Renegade and Wrangler. Jeep Wave, a premium owner loyalty and customer care program that is available to all-new Grand Cherokee and Grand Cherokee L owners, is filled with benefits and exclusive perks to deliver the utmost customer care and dedicated support. The legendary Jeep brand's off-road capability is now being enhanced by a global electrification initiative, that is transforming 4xe into new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom. A fully-electric Jeep vehicle will be offered in every SUV segment by 2025. Jeep is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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