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Canada: Destination Desert - Jeep® Brand Brings Back Gobi Exterior Paint Colour to Gladiator

- Gobi returns to Jeep® Gladiator exterior colour palette for the second time in Canada
- Now open for orders, the special-run, no-charge colour straight from the factory is available on all Gladiator models again for a limited time
- Gobi is the fifth special-run colour available on current generations of Gladiator and also Jeep Wrangler, following such standout shades as Tuscadero, Gecko and Nacho

March 11, 2022, Windsor, Ontario - Appealing to all sand lovers, the Jeep® brand is bringing back the Gobi paint colour in Canada as an available exterior colour option for the 2022 Jeep Gladiator.

Deriving its name from the desert in Asia, Gobi again joins the unique lineup of special-run colours that bring customization and charisma to the Jeep Gladiator and also Wrangler lineups.

Gobi first debuted on the Jeep Gladiator for the 2020 model year.

"Gobi returns to Jeep Gladiator's colour palette in Canada as a result of feedback from our avid Jeep community," said Dave Buckingham, President and CEO, FCA Canada. "Customization is at the core of Jeep brand and these special-edition colours, straight from the factory, are always highly sought after."

A no-charge paint colour in Canada, the Gobi exterior paint option can be ordered now through June 2022 and is available on all Gladiator models, including Sport, Overland, Mojave and Rubicon.

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 safety and security to handle any journey with confidence. The Jeep vehicle range consists of the Cherokee, Compass, Gladiator, Grand Cherokee, Grand Cherokee 4xe, Renegade and Wrangler and Wrangler 4xe. Jeep Wave, a premium owner loyalty and customer care program that is available to owners of Jeep Grand Cherokee L, Grand Cherokee and Grand Cherokee 4xe and is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is 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. All Jeep brand SUVs will offer an electrified variant by 2025.

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