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Canada: Jeep® Brand Debuts Two New Wrangler Exterior Colour Options for 2023 Model Year

Earl and Limited-production Reign Exterior Colours Now Open for Dealer Orders

- From concept to production: Earl, first shown on the Jeep® Gladiator Farout concept in 2020, joins the Jeep Wrangler production exterior colour palette for the first time
- Reign exterior colour brings purple back to Wrangler palette for a limited time for the 2023 model year
- Now open for orders, Earl and Reign are available on Wrangler Sport, Sahara, Rubicon, 4xe and 392 models

July 13, 2022, Windsor, Ontario - Jeep® brand continues to keep its colour palette fresh, giving Jeep enthusiasts the ability to order a custom look straight from the factory with not one, but two new exterior production colours on the 2023 model-year Jeep Wrangler: Earl and limited-production Reign.

First showcased on the Gladiator Farout concept in 2020, Earl, a standout shade of grey with hints of aquamarine, makes its debut as an available exterior production colour on the Wrangler lineup for the first time for the 2023 model year.

Purple, last seen on the 2018 JK Wrangler, makes a comeback as Reign in the 2023 model year. Eye-catching Reign, available for a limited run in the 2023 model year, will appeal to all customers passionate about purple.

"We received a lot of positive feedback on Earl when it debuted on the Gladiator Farout concept, and we work to deliver what our customers tell us they want," said Jim Morrison, senior vice president and head of Jeep brand North America. "These limited-run colours like Earl and Reign draw a huge enthusiast following because they're exciting, authentic and stand out, much like the Jeep community."

Earl and Reign join a lengthy lineup of vivid and special-run colours that add customization and appeal to the Jeep Wrangler, with a special colour palette straight from the factory. Available on all Wrangler models, including Sport, Sahara, Rubicon, 4xe and 392, Earl, a no-charge colour, will be available for the entire 2023 model year. Limited-production Reign, with a Canadian MSRP of \$495, can be ordered now through October.

These new colours join Firecracker Red, High Velocity, Hydro Blue, Sarge Green, Silver Zynith, Sting Grey, Granite Crystal, Black and Bright White for the 2023 model year.

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, new three-row Grand Cherokee L, Grand Cherokee 4xe, Renegade and Wrangler and Wrangler 4xe. In Canada, Jeep Wave, a premium owner loyalty and customer care program, expands to Jeep Wrangler and Jeep Gladiator for 2023. Also available to all-new Grand Cherokee, Grand Cherokee L and Grand Cherokee 4xe owners, it 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 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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