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MEDIA ADVISORY: Experience All-new Electrified Jeep® SUVs at Jeep Beach 2023

April 26, 2023, Auburn Hills, Mich. - New 2024 Jeep® Wrangler and Jeep electrified concepts, including the Jeep Wrangler Magneto 3.0 EV Concept and 1978 Jeep Cherokee 4xe, to lead the 20th anniversary Jeep Beach parade.

Who: Jeep brand

What: The 20th anniversary of Jeep Beach. The Jeep brand joins owners and fans from across the nation at Daytona Beach for a week of open-air freedom and fun in the sun. The 20th anniversary of one of the largest Jeep brand fan experiences draws more than 200,000 Jeep fans and 25,000 Jeep vehicles annually. The Jeep Beach event covers 6.5 acres of the Daytona International Speedway and includes a parade of an expected 12,000-plus Jeep vehicles, led this year by Jim Morrison, senior vice president of Jeep brand North America.

On-site attendees can:

- Ride the Jeep obstacle course with a professional driver in 2023 Jeep vehicles, including the electrified [Wrangler 4xe](#) and [Grand Cherokee 4xe](#), and receive a Jeep-branded prize (while supplies last)
- See the Jeep Wrangler Magneto 3.0 EV concept and 1978 Jeep Cherokee 4xe concept vehicles, as well as the new 2024 Jeep Wrangler 4xe and Wrangler Rubicon 392, lead the parade of Jeep vehicles down Daytona Beach on Sunday, April 30
- Explore the new 2023 Compass Trailhawk with the standard 200-horsepower 2.0-liter engine, Grand Cherokee 4xe Summit Reserve, Grand Cherokee L Summit Reserve 4x4, Wrangler Rubicon, Wrangler 4xe, Gladiator Rubicon, and the Wrangler Jeep Beach 20th Anniversary Edition
- Check out the 2023 Jeep Wrangler Pace Jeep, Gladiator Sport Light Show Edition, Gladiator Sport 1st Responder Edition, Wrangler Sport Salute to America Edition and Willys Daytona's Jeep Beach Edition from the Daytona Garage
- Enter the 2023 official drawing for a chance to win a 2023 Wrangler High Tide special edition and 2023 Off Road Mini Camper; a winner will be announced on Sat., April 29. Visit [JeepBeach.com](#) for more info.

Where: Daytona International Speedway
1801 W International Speedway Blvd
Daytona Beach, Florida 32114

When: Jeep Beach main event runs Sunday, April 23 - Sunday, April 30
Jeep obstacle course hours Friday, April 28 – Saturday, April 29 from 9 a.m. – 5 p.m. EDT
Parade of Jeep vehicles on Daytona Beach Sunday, April 30 at 8 a.m. EDT

Why: Jeep Beach 2023 raises funds for local and national charities. Since 2012, Jeep Beach has donated more than \$1 million through the event's weeklong fundraising efforts. All proceeds raised are distributed to charities throughout central and southern Florida.

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