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## Customer Demand Brings Tuscadero Color to Jeep® Gladiator Pickup for the First Time

- Tuscadero debuts on Jeep® Gladiator, the world's most off-road capable midsize truck and the only pickup to offer true open-air freedom
- Tuscadero comes to Gladiator following popular runs on the iconic Jeep Wrangler
- Available to order now at a U.S. MSRP of \$895 and arriving at Jeep dealers this summer

May 2, 2024, Auburn Hills, Mich. - The Jeep® community asked and Jeep brand delivered. Tuscadero, the audacious, deep and intense chromatic magenta exterior paint color, made famous on the iconic Jeep Wrangler, is now available for first time on Jeep Gladiator, the world's most off-road capable midsize truck.

"Our passionate Jeep fans asked for this limited-run color on Gladiator. We heard them," said Bill Pepper, senior vice president and head of Jeep brand – North America. "Now Gladiator is both the only pickup to deliver open air freedom and the only pickup available in Tuscadero."

Some 30,000 customers placed orders for Tuscadero when it debuted in 2021 on Wrangler, making it an all-star in the lineup of vivid, limited-edition colors, including Gobi, Gecko, Chief and Nacho, that add customization and appeal to Jeep brand vehicles from the factory. Tuscadero debuted on the new [2024 Jeep Wrangler](#) last month and will arrive in dealerships this summer.

The [2024 Jeep Gladiator](#) is now available in eight exterior colors, including Tuscadero and new-for-2024 Anvil, plus multiple open-air freedom options, including three removable top options, two removable door options and a folding windshield.

Tuscadero is available to order now through the end of the 2024 model year at a U.S. manufacturer's suggested retail price (MSRP) of \$895 on Gladiator Sport, Mojave and Rubicon. It expands to additional trims later this quarter and arrives in showrooms this summer.

### Jeep Gladiator

Jeep Gladiator is engineered from the ground up to be the most off-road capable Jeep truck ever, building on a rich heritage of tough, dependable Jeep pickup trucks with an unmatched combination of rugged utility, authentic Jeep design, open-air freedom, clever functionality and versatility.

For 2024, Jeep Gladiator brings more capability, more refinement, new technology, more standard safety features and more content at a lower starting U.S. MSRP than the outgoing model. Standard for 2024 are new first- and second-row side-curtain airbags, standard forward collision warning (Sport S and above), standard advanced cruise control with stop (Sport S and above), standard Uconnect 5 system with best-in-class standard 12.3-inch touchscreen radio and standard wireless Apple CarPlay and Android Auto.

Featuring a standard 3.6-liter Pentastar V-6 engine, rated at 285 horsepower and 260 lb.-ft. of torque, and a versatile cargo box, the 2024 Jeep Gladiator delivers unmatched capability with unsurpassed 4x4 max towing of up to 7,700 pounds and best-in-class payload of up to 1,725 pounds.

Gladiator was ranked No. 1 for new-vehicle quality among midsize trucks in the \*J.D. Power 2023 [U.S. Initial Quality Study](#) (IQS).

*\*Jeep Gladiator received the lowest rate of reported problems in a tie among midsize pickups in the J.D. Power 2023*

*U.S. Initial Quality Study of new vehicle owners' experiences after 90 days of ownership. Visit [jdpower.com/awards](http://jdpower.com/awards) for more information.*

### **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features 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. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, 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 the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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