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Jeep® Brand Extends Availability of Tuscahero Exterior Paint for Wrangler Into 2022 Model Year in Response to Strong Customer Demand

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

- Tuscahero exterior paint color now available for ordering through December 2021
- Nearly 30,000 orders for Tuscahero in its first three months of availability
- Tuscahero is available on Wrangler Sport, Sahara, Rubicon, 4xe and 392 models

December 9, 2021, Auburn Hills, Mich. - Since ordering opened in August 2021 for the limited-run Tuscahero exterior paint color for the [Jeep® Wrangler](#), the head-turning hue has racked up nearly 30,000 orders, making it the most popular Wrangler special-edition color this year.

"We expected Tuscahero 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 Tuscahero, a deep and intense chromatic magenta, joins a lengthy lineup of vivid, special-run colors, 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 Tuscahero exterior paint option can be ordered now through December 2021 and is priced at a U.S. manufacturer's suggested retail price (MSRP) of \$395.

Jeep Brand

Built on more than 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. 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 new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom. All Jeep brand vehicles will offer an electrified variant by 2025.

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