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Canada: Jeep® Brand Adds Availability of Tuscadero Exterior Paint for Wrangler Into 2022 Model Year in Response to Strong Customer Demand

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

- Tuscadero exterior paint colour now available in Canada, but only through December 2021
- In the U.S., nearly 30,000 orders for Tuscadero in its first three months of availability
- Tuscadero is available on Wrangler Sport, Sahara, Rubicon, 4xe and 392 models

December 9, 2021, Windsor, Ontario - Answering strong customer demand, Jeep® brand has added the Tuscadero exterior paint colour in Canada for Jeep Wrangler for the 2022 model year. Since ordering opened in the U.S. in August 2021 for the limited-run exterior paint colour, the head-turning hue has racked up nearly 30,000 orders, making it the most popular Wrangler special-edition colour this year.

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

Jeep Brand

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