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Trick or Treat: Jeep® Brand Brings Back Punk'n Exterior Paint Color to Wrangler

- Punk'n returns to Jeep® Wrangler exterior color palette following a three-year hiatus
- Now open for orders, the special-run color straight from the factory is available on all 2023 Jeep Wrangler models for a limited time
- Punk'n is the sixth special-run color available on the current generation of Wrangler, following such standout shades as Tuscadero, Gecko and Gobi

October 28, 2022, Auburn Hills, Mich. - With Halloween right around the corner, the Jeep® brand is announcing an eye-catching treat, bringing back the Punk'n exterior paint color for a limited time as an available option on all [2023 Jeep Wrangler](#) models.

Named after the festive fall fruit for which it shares its color, Punk'n is a brilliant orange that brings customization and charisma to Wrangler's unique lineup of vivid special-run colors. Originally offered on the Jeep Wrangler from the 2018 to 2020 model years, Punk'n makes an anticipated return to the 2023 model-year exterior color palette.

"Bringing back Punk'n right around Halloween is a great time to relaunch this confident and custom color on the iconic Jeep Wrangler," said Jim Morrison, senior vice president and head of Jeep brand North America. "Like other special-run colors for Wrangler, Punk'n appeals to a huge enthusiast following because it's authentic, inspiring and bold, much like the Jeep community."

Priced at a U.S. manufacturer's suggested retail price (MSRP) of \$695, the Punk'n exterior paint option is available for order now and will be offered for a limited time on all 2023 Wrangler models, including Sport, Sahara, Rubicon, [4xe](#) and 392.

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 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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