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Jeep® Brand Rides the Wave With 2023 Wrangler High Tide and Limited-run ‘Jeep Beach’ Models

Return of Wrangler High Tide and Limited-run Jeep Beach Models Celebrate 20th Anniversary of Jeep Beach Week in Daytona Beach, Florida

- 2023 Jeep® Wrangler High Tide, ready for beach life, comes standard with 35-inch tires on beadlock-capable wheels and body-color hardtop with Sunrider Fliptop
- 2023 Jeep Wrangler High Tide, available for order this month, is priced at a starting U.S. manufacturer’s suggested retail price (MSRP) of \$51,540 (all prices exclude \$1,795 destination charge)
- Limited run of 500 exclusive Jeep Beach models, based on Wrangler High Tide, feature special Jeep Beach hood decals, swing gate plaque, shifter medallion and embroidered leather seats, priced at a starting U.S. MSRP of \$54,040
- Jeep Beach 2023 event takes place in Daytona Beach, Florida, April 22-30, 2023

December 21, 2022, Auburn Hills, Mich. - Jeep® brand is once again heading seaside with the Wrangler High Tide and Wrangler Jeep Beach special-edition models, both of which return for the 2023 model year. This year’s Jeep Beach model commemorates the 20th anniversary of Jeep Beach in Daytona Beach, Florida.

“Jeep Beach week in Daytona Beach, Florida, is one of the biggest Jeep vehicle events in America, bringing in more than 200,000 Jeep fans and 20,000 Jeep SUVs in 2022 alone,” said Jim Morrison, senior vice president and head of Jeep brand – North America. “With the Wrangler High Tide and 20th anniversary Jeep Beach special editions, we get to celebrate our customers’ passion for beach-ready vehicles during this weeklong event.”

The 2023 Jeep Wrangler High Tide, available for order this month to arrive in time for next April’s Jeep Beach week, is priced at a U.S. manufacturer’s suggested retail price (MSRP) of \$51,540 (all prices exclude \$1,795 destination charge).

Five hundred units of the Wrangler High Tide will be built as exclusive Jeep Beach models, featuring special Jeep Beach decals, swing gate plaque, shifter medallion and embroidered leather seats, as well as standard body-color fenders, priced at a starting U.S. MSRP of \$54,040.

Ready for surf and sand

The 2023 Jeep Wrangler High Tide, based on the Sport S model and powered by the 3.6-liter Pentastar V-6 and eight-speed automatic transmission, boasts a long list of special-edition equipment:

- Xtreme Recon Package
 - 35-inch BF Goodrich T/A KO2 tires
 - 17-by-8-inch beadlock-capable wheels
 - 4.56 rear axle ratio
 - 1.5-inch factory suspension lift with uniquely tuned shocks
 - Hinge-gate reinforcement by Mopar
 - Jack spacer by Mopar
 - Tire relocation kit by Mopar
 - Wheel flare extensions
- Body-color hardtop
- Sunrider Fliptop
- LED headlamps and fog lamps

- Rock rails
- Sand/slush mats
- High Tide hood decals

The 2023 Jeep Wrangler High Tide, available for order in November, is priced at \$51,540.

Exclusive run: 500 Wrangler Jeep Beach special editions

To celebrate Jeep Beach 2023 in Daytona Beach, Florida, an annual gathering of more than 200,000 Jeep fans set for the week of April 22-30, 2023, the Jeep brand will build 500 High Tide vehicles as exclusive Jeep Beach models, featuring the following special equipment:

- Jeep Beach hood decals
- Mopar Katzkin leather seats embroidered with Jeep Beach
- Body-color fenders
- Jeep Beach 20th Anniversary shifter medallion
- Jeep Beach swing gate plaque

The 2023 Jeep Wrangler Jeep Beach model, available for order this month, is priced at \$54,040.

Both the 2023 Jeep Wrangler High Tide and Jeep Beach models will be available in six exterior colors, including Hydro Blue, High Velocity, Black, Bright White, Punk'n and Sting Gray.

Jeep Beach

Jeep Beach, recognized as a premier Jeep exclusive event, is held annually in Daytona Beach, Florida. As one of the largest Jeep vehicle events in the country, Jeep Beach attracts more than 200,000 attendees from all 50 states and 20,000 Jeep vehicles. The event culminates with more than 3,500 Jeep vehicles driving on the beaches for the world-famous Jeep Beach Parade. The mission of Jeep Beach is to raise funds for local and national charities, with more than \$2.5 million donated to date.

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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