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Jeep® Brand Provides a Glimpse of Its Advanced AI and Autonomous Off-Road Driving Technology

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Coinciding with National Autonomous Vehicle Day in the USA, the Jeep® brand is providing a glimpse of its future-generation, advanced, off-road driving technology.

In Moab, Utah, a team led by Neda Cvijetic, head of AI & autonomous driving at Stellantis, tested the latest prototypes of automated off-road driving technology being exclusively developed for the Jeep brand.

Installed in two electrified [Jeep Grand Cherokee 4xe](#) models, this AI and autonomous off-road driving technology can enhance the experiences of seasoned off-roaders, as well of customers who are new to driving the trail. This technology will also help Jeep SUV owners in challenging everyday driving conditions. Jeep brand is at the forefront of developing automated off-road driving technology, alongside its growing leadership in off-road electrification with its expanding range of 4xe SUVs.

“In the same way that our 4xe electrification takes Jeep brand’s off-road capability to new heights, these advanced off-road driving systems will help more customers in more countries around world join and enjoy the adventure. These features and technology will have real-life applications on and off the trail in a wide range of driving conditions,” said Christian Meunier, Jeep brand CEO.

Jeep brand will release a full video showcasing the future generation of its advanced autonomous off-road driving technology this year.

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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