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Merrell and Jeep® Brand Announce Second Footwear Collaboration, Inspired By Future of Outdoor Innovation

October 29, 2024, Rockford, Mich., - [Merrell](#), the world's leading outdoor footwear brand, and off-road automotive adventure icon Jeep® brand have joined forces for a second time to create a [collection](#) around Merrell's newest hiking innovation and the electrified [Jeep Wrangler 4xe](#). Through their mutual love of adventure and the outdoors, the latest collection sees the convergence of Merrell's Moab Speed 2 and the Jeep brand's 4xe technologies.

Following the [2023 partnership](#), which garnered considerable success of the popular Moab 3 hiking boot, the 2024 collaboration specifically focuses on new technologies embodying the future of hiking and off-road exploration. These boots are made to appeal to the way-finders, go-getters and early adopters. The Jeep brand's electric-vehicle initiatives share common ground with Merrell's eco-aspirations – mirrored onto the footwear materials.

The [Merrell x Jeep Moab Speed 2](#) unisex shoes will be available for purchase on Tuesday, Nov. 12 in four colorways in the [United States](#) (US \$180) and [Canada](#) (CA \$190). The footwear was specifically designed to emulate their Jeep muses, and outdoor enthusiasts will recognize popular Jeep paint colors, including High Velocity, Tuscahero Pink, Bright White and black.

Additional features include:

- Jeep brand automotive-inspired metallic upper
- Underlay radiator grille-like mesh
- Seatbelt-inspired webbing
- Bold, durable hardware
- Electric blue trim used on the Jeep 4xe models to add vivid interest – a marker for sustainable driving

"We are thrilled to collaborate with the Jeep brand again, whose sense of adventure is as daring as our own," said Merrell Chief Marketing Officer Pallav Tamaskar. "Our design team has incorporated thoughtful, intentional features into our modern, lightweight Moab Speed 2 hiking boot."

As the latest innovation in hiking from Merrell, the Moab Speed 2 opens the doors to a new generation of hiking shoes, pairing the knowledge and trail insights from the best-selling hiking boot, the Moab. With the latest innovations from athletic hikers across the globe, this product features world-class comfort, traction and breathability, specifically with a FloatPro™ Foam midsole for lightweight comfort, Vibram lugs designed to increase traction, and recyclable breathable mesh lining, laces and webbing.

"Following a successful run with the first boot, we know our consumers are engaged and look forward to reaching a new audience through this second collaboration with Merrell," said Kim Adams House, director of licensing and merchandise for Stellantis. "We're proud to see the bold colors of the Jeep brand and our 4xe technology brought to life in a new future for adventure."

To put the Jeep 4xe and Moab Speed 2 to the ultimate test, the team is road-tripping from Marquette, Michigan, to Las Vegas, Nevada, with content creators Colleen Logan ([@theworldiscolleen](#)) and Matthew Chung ([@chunger_shoots](#)) joining in Rapid City, South Dakota. Fans of both brands can follow along the road trip on [Merrell's Instagram](#) for a chance to win exciting giveaways.

The collection will be also available at key retailers, including Zappos in the U.S. and Sports Experts in Canada. The deal was facilitated by FCA's global licensing agency IMG.

For more information on Merrell, please visit [merrell.com](https://www.merrell.com). For more information on Jeep, please visit [jeep.com](https://www.jeep.com).

Merrell

Merrell exists to share the simple power of being outside and is committed to building an inclusive and sustainable environment for future generations to enjoy. As the global leader in outdoor active footwear with the Moab hiking boot and Jungle Moc, Merrell is focused on merging performance, styling, and comfort to empower all people to confidently explore the outdoors. The brand was recently named Footwear News' 2022 Brand of the Year for promoting a more diverse vision of the outdoors. Visit [Merrell.com](https://www.merrell.com) or follow us on social @merrell. Merrell is a division of Wolverine World Wide, Inc. (NYSE: WWW), one of the world's leading marketers and licensors of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel.

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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