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Teaser Trail to Easter Jeep® Safari 2023 - Trail Marker 2

March 16, 2023, Auburn Hills, Mich. - The trail continues! When it comes to legendary electrified off-road capability, unapologetic color palettes and powerful platforms for any adventure, what comes to mind? These collective themes hint at the next grouping of the Jeep® brand and Jeep Performance Parts by Mopar concept sketches of mission-capable vehicles heading to the 57th annual Easter Jeep Safari in Moab, Utah, April 1-9, 2023.

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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