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Jeep® Brand Extends Availability of Tuscadero Exterior Paint for Wrangler Into 2022 Model Year in Response to Strong Customer Demand

2022 Jeep® Wrangler Production Kicks Off at the Toledo (Ohio) Assembly Plant on Dec. 16, 2021

- Tuscadero exterior paint color now available for ordering through December 2021
- Nearly 30,000 orders for Tuscadero in its first three months of availability
- Tuscadero is available on Wrangler Sport, Sahara, Rubicon, 4xe and 392 models

December 9, 2021, Auburn Hills, Mich. - Since ordering opened in August 2021 for the limited-run Tuscadero exterior paint color for the [Jeep® Wrangler](#), the head-turning hue has racked up nearly 30,000 orders, making it the most popular Wrangler special-edition color this year.

"We expected Tuscadero to be popular and the customer response has been overwhelmingly strong," said Jim Morrison, vice president and head of Jeep brand North America. "It's so popular, we're extending production into 2022 model-year production to meet strong customer demand. Customers can place an order through December of this year."

The audacious Tuscadero, a deep and intense chromatic magenta, joins a lengthy lineup of vivid, special-run colors, including Gecko, Chief and Nacho, all of which add customization and appeal to the Jeep Wrangler with a special color palette straight from the factory.

Available on all Wrangler models, including Sport, Sahara, Rubicon, 4xe and 392, the Tuscadero exterior paint option can be ordered now through December 2021 and is priced at a U.S. manufacturer's suggested retail price (MSRP) of \$395.

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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