

Contact: Bradley Horn
LouAnn Gosselin

Canada: Jeep® Brand Adds Earl Exterior Paint Colour to 2023 Gladiator Palette

- Earl joins Jeep® Gladiator palette for the first time
- Now open for orders, the newest colour is available on all Gladiator models, priced at a Canadian manufacturer's suggested retail price (MSRP) of \$495

November 29, 2022, Windsor, Ontario - The Jeep® brand is diversifying the Gladiator palette, adding the Earl exterior paint colour to the 2023 lineup.

Initially featured on the Gladiator Farout concept, Earl, a bold shade of grey with hints of aquamarine, joins the Gladiator lineup following its production debut earlier this year on the 2023 Wrangler lineup.

"The Jeep community voiced a ton of positive feedback for Earl when it debuted on the Gladiator Farout concept," said Jim Morrison, senior vice president and head of Jeep brand North America. "We work to deliver what our customers tell us they want, and Earl is the latest example of another standout shade that speaks to our loyal and avid Jeep community."

Earl joins High Velocity, Firecracker Red, Hydro Blue, Sarge Green, Silver Zynith, Sting-Grey, Granite Crystal, black and Bright White as available exterior paint colours for the [2023 Jeep Gladiator](#).

Available on all Gladiator models, including Sport S, Overland, Rubicon and Mojave, the Earl exterior paint option is available now for ordering and is priced at a Canadian manufacturer's suggested retail price (MSRP) of \$495.

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep is the authentic SUV brand that brings capability, craftsmanship 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. The Jeep vehicle range consists of the Cherokee, Compass, Gladiator, Grand Cherokee, new three-row Grand Cherokee L, Grand Cherokee 4xe, Renegade and Wrangler and Wrangler 4xe. In Canada, Jeep Wave, a premium owner loyalty and customer care program, expands to Jeep Wrangler and Jeep Gladiator for 2023. Also available to all-new Grand Cherokee, Grand Cherokee L and Grand Cherokee 4xe owners, it is filled with benefits and exclusive perks to deliver the utmost customer care and dedicated support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom. All Jeep brand vehicles will offer an electrified variant by 2025.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>