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**Jeep® Brand Makes Big Splashes With 2022 Wrangler High Tide Model and New High Velocity Yellow**

- Special-edition Wrangler High Tide, available in new High Velocity yellow, will include limited run of 500 Jeep® Beach models in celebration of annual Jeep Beach Week in Daytona Beach, Florida

- 2022 Jeep Wrangler High Tide, equipped for beach life, comes standard with 35-inch tires on beadlock-capable wheels, body-color hardtop with Sunrider Fliptop and Gorilla Glass windshield

- Wrangler High Tide available in five exterior colors, including new High Velocity yellow

- 2022 Jeep Wrangler High Tide, available for order this month, is priced at a starting U.S. manufacturer's suggested retail price (MSRP) of $49,240 (all prices exclude $1,595 destination charge)

- First 500 Wrangler High Tide vehicles will be built as exclusive Jeep Beach models featuring special Jeep Beach hood decals and will be priced at a starting U.S. MSRP of $49,240.

- Jeep Beach 2022 takes place in Daytona Beach, Florida, from April 24 through May 1, 2022

February 7, 2022,  Auburn Hills, Mich. - The Jeep® brand is hitting the beach and kicking off 2022 in style, debuting the vibrant High Velocity yellow exterior color available across the [Wrangler lineup](#) along with the new 2022 Wrangler High Tide and Wrangler Jeep Beach special-edition models.

"Along with Easter Jeep Safari in Moab each year, Jeep Beach week in Daytona Beach, Florida, is one of the largest Jeep vehicle events in the country, attracting more than 200,000 visitors and 20,000 Jeep SUVs in 2021 alone," said Jim Morrison, vice president and head of Jeep brand – North America. "We listen to our customers, so we are celebrating their passion for beach-ready vehicles during this multiday event with the Wrangler High Tide and Jeep Beach special editions, as well as introducing our newest high-impact, High Velocity yellow exterior color."

2022 Jeep Wrangler High Tide, available for order this month to arrive in time for this year's Jeep Beach week, is priced at a U.S. manufacturer's suggested retail price (MSRP) of $49,240 (all prices exclude $1,595 destination charge).

The first 500 Wrangler High Tide vehicles will be built as exclusive Jeep Beach models featuring special Jeep Beach hood decals and will be priced at a starting U.S. MSRP of $49,240.

**Jeep Wrangler High Tide highly equipped for beach life**
The 2022 Jeep Wrangler High Tide, based on the Sport S model and powered by the 3.6-liter Pentastar V-6 and eight-speed automatic transmission, boasts an extensive list of special-edition equipment:

- Xtreme Recon Package:
    - 35-inch BF Goodrich T/A KO2 tires
    - 17-inch by 8-inch beadlock-capable wheels
    - 4.56 rear axle ratio
    - 1.5-inch factory suspension lift with uniquely tuned shocks
    - Hinge-gate reinforcement by Mopar
    - Jack spacer by Mopar
    - Tire relocation kit by Mopar
    - Wheel flare extensions
- Body-color hardtop
- LED headlamps and fog lamps

- Rock rails
- Sunrider Fliptop for Hard Top
- Gorilla Glass windshield
- Sand/slush mats
- High Tide hood decals

The 2022 Jeep Wrangler High Tide, available for order this month, is priced at $49,240.

**Exclusive run of 500: 2022 Wrangler Jeep Beach special editions**

To celebrate Jeep Beach 2022 in Daytona Beach, Florida, an annual gathering of more than 200,000 Jeep fans set for the week of April 24 – May 1, the Jeep brand will build the first 500 High Tide vehicles as exclusive Jeep Beach models featuring unique Jeep Beach hood decals.

The 2022 Jeep Wrangler Jeep Beach model, available for order this month, is priced at $49,240.

Available in five exterior colors, including Hydro Blue, Black, Bright White and StingGray, the 2022 Wrangler High Tide and Jeep Beach models will help usher in a new, bright hue – High Velocity yellow. The second yellow to be available for the current-generation (JL) Wrangler, the first being Hella Yella available from the 2018-21 model years, High Velocity is a high-energy, high-impact yellow that is authentic and not afraid to stand out, just like the Jeep Wrangler community.

Available on all Wrangler models, including Sport, Sahara, Rubicon, 4xe and 392, the High Velocity exterior paint option will be available for ordering starting this month and is priced at a U.S. MSRP of $395.

**Jeep Beach**

Jeep Beach, recognized as a premier Jeep exclusive event, is held annually in Daytona Beach, Florida. As one of the largest Jeep vehicle events in the country, Jeep Beach attracts more than 200,000 attendees from all 50 states and 20,000 Jeep vehicles. The event culminates with more than 3,500 Jeep vehicles driving on the beaches for the world famous Jeep Beach Parade. The mission of Jeep Beach is to raise funds for local and national charities, with more than $2.5 million donated to date.

**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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