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## **Jeep® Brand Brightens 2023 Gladiator Palette With New High Velocity Yellow**

- High Velocity joins Jeep® Gladiator palette for the first time
- The first yellow to be available for the Gladiator, High Velocity is a high-energy, high-impact hue
- Now open for orders, the newest color is available on all Gladiator models, priced at a U.S. manufacturer's suggested retail price (MSRP) of \$395

August 10, 2022, Auburn Hills, Mich. - The Jeep® brand is bringing bright sunshine to its lineup, adding the vibrant High Velocity yellow exterior paint color to the 2023 Jeep Gladiator.

The first yellow to be available for the Gladiator, High Velocity is a high-energy, high-impact hue that is authentic and not afraid to stand out, just like the Jeep Gladiator community.

"Since the Jeep Gladiator arrived for the 2020 model year, customization has been a huge part of its identity," said Jim Morrison, senior vice president and head of Jeep brand North America. "In response to customer requests, High Velocity is the latest example of another bold shade that strengthens the enthusiastic personality of our loyal and avid Jeep community."

High Velocity joins Firecracker Red, Hydro Blue, Sarge Green, Silver Zynith, Sting-Gray, Granite Crystal, Black and Bright White as available exterior paint colors for the 2023 Jeep Gladiator.

Available on all Gladiator models, including Sport, Overland, Rubicon and Mojave, the High Velocity exterior paint option is available now for ordering 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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