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Jeep® Brand Debuts Tuscadero Exterior Paint Color to Showcase a Passionate Side to Any Wrangler

- Tuscadero joins the Jeep® Wrangler exterior color palette for the first time
- Now open for orders, the newest color straight from the factory is available for a limited time on Wrangler Sport, Sahara, Rubicon, 4xe and 392 models

August 26, 2021, Auburn Hills, Mich. - With a nod to nostalgia and to honor those with a passionate spirit, the Jeep® brand is adding the bold, head-turning Tuscadero exterior paint color to [2021 Jeep Wrangler](#) models.

The boisterous new Tuscadero, a deep and intense chromatic magenta, joins a lengthy lineup of vivid, special-run colors that add customization and appeal to the Jeep Wrangler with a special color palette straight from the factory. This is the first time Tuscadero is available on the Jeep Wrangler. Available on all Wrangler models, including Sport, Sahara, Rubicon, [4xe](#) and 392, Tuscadero can be ordered now through November 2021.

"With the Jeep brand celebrating its 80th anniversary, it's the perfect time to launch a confident and custom color on the most iconic Jeep vehicle – both of which are designed to break the mold and stand out on the road and trails," said Jim Morrison, Vice President, Jeep Brand North America. "What's unique about colors like Tuscadero is that they draw a huge enthusiast following because they're exciting, authentic and stand out, much like the Jeep community."

The Tuscadero exterior paint option is available for a limited time 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 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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