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## Jeep® Brand Collaborates With Midland Radio to Deliver Co-branded Walkie Talkies

- Iconic off-road Jeep® vehicle establishes Midland Radio as the market leader in off-road communications

May 11, 2023, Kansas City, Mont. - Today, Midland Radio, the leader in two-way radio communication technology, announced its collaboration with the Jeep® brand the authentic global SUV brand that brings capability, versatility and off-road adventure to owners and enthusiasts around the world. Midland Radio is kicking off the relationship with the introduction of the [T77VP5J Jeep X-Talker Extreme Dual Pack](#), the first of many Jeep-branded Midland products to come.

Midland Radio and the Jeep brand have long been at the forefront of the off-roading community, providing rugged and reliable products that enthusiasts love. The dedication and affinity toward this community over the years is why both brands continue to create unrivaled experiences for this audience through innovative products and events. Midland's continued sponsorship of Jeep Jamboree and this newly announced relationship further solidifies Midland Radio's position as the market leader in off-road communications and the trusted manufacturer for Jeep enthusiasts.

The T77VP5J Jeep X-Talker Extreme Dual Pack is a by-product of Midland's long-time customer favorite T71 license-free handheld. With features that include up to 38 miles in range, 36 channels, crisp communication and Weather Alert Radio with Weather Scan technology, users can venture far and wide without worrying about losing contact or getting caught in severe weather. A micro-USB charging port also allows for easy, accessible in-vehicle recharging. Now, Jeep enthusiasts can show off their love for the brand on a practical piece of equipment that they can take with them on the trails or out while camping.

"When the leading automotive manufacturer brand of off-road vehicles chooses and trusts you as their go-to off-road communication equipment, you are doing something right," said Dan Schwartz, CEO of Midland Radio. "We are excited to partner with the Jeep brand and to announce the T77VP5J. We aim to enhance all Jeep enthusiasts' experiences by providing the best possible communication while hitting the trails in their Jeep 4x4 vehicles."

The T77VP5J is the first Midland Radio product to bear the Jeep brand logo, with additional models to come in the popular MicroMobile line.

The T77VP5J Jeep X-Talker Extreme Dual Pack is offered at \$134.99 and is currently available for purchase from Midland and approved retailers.

### Midland® Radio

For over 50 years, Midland Radio has taken a pioneering role in two-way radio technology, introducing CB radio and 14-channel FRS radio technology to the market. Today, Midland is the leading supplier of two-way radios and weather alert radios and an innovator in emergency radio technology. Headquartered in Kansas City, the heart of the country, the Midland brand represents quality, value, and reliability, with products sold in leading consumer electronics, sporting goods, specialty outdoor and many other retailers nationwide. For more information, visit [www.midlandusa.com](http://www.midlandusa.com).

### 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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