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2018 Geneva Motor Show

March 6, 2018, GENEVA - The Jeep® brand held major premieres at the 88th annual Geneva International Motor Show. The new Wrangler and Cherokee took the spotlight, making their EMEA (Europe, Middle East and Africa) debuts. The news showcased in Geneva marks the beginning of yet another chapter in the extraordinary history of the American brand that has become synonymous with off-road driving since 1941.

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