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## Canada: Trick or Treat - Jeep® Brand Brings Back Punk'n Exterior Paint Colour to Wrangler

- Punk'n returns to Jeep® Wrangler exterior colour palette following a three-year hiatus
- Opening soon for orders, the special-run colour straight from the factory will be available on all 2023 Jeep Wrangler models for a limited time
- Punk'n is the sixth special-run colour available on the current generation of Wrangler, following such standout shades as Tuscadero, Gecko and Gobi

October 28, 2022, Windsor, Ontario - With Halloween right around the corner, the Jeep® brand is announcing an eye-catching treat, bringing back the Punk'n exterior paint colour for a limited time as an available option on all [2023 Jeep Wrangler](#) models.

Named after the festive fall fruit for which it shares its colour, Punk'n is a brilliant orange that brings customization and charisma to Wrangler's unique lineup of vivid special-run colours. Originally offered on the Jeep Wrangler from the 2018 to 2020 model years, Punk'n makes an anticipated return to the 2023 model-year exterior colour palette.

"Bringing back Punk'n right around Halloween is a great time to relaunch this confident and custom colour on the iconic Jeep Wrangler," said Jim Morrison, senior vice president and head of Jeep brand North America. "Like other special-run colours for Wrangler, Punk'n appeals to a huge enthusiast following because it's authentic, inspiring and bold, much like the Jeep community."

Priced at a Canadian manufacturer's suggested retail price (MSRP) of \$495, the Punk'n exterior paint option will be available for ordering soon, offered for a limited time on all 2023 Wrangler models, including Sport, Sahara, Rubicon, 4xe and 392.

### Jeep Brand

Built on 80 years of legendary heritage, Jeep is the authentic SUV brand that brings capability, craftsmanship 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. The Jeep vehicle range consists of the Cherokee, Compass, Gladiator, Grand Cherokee, new three-row Grand Cherokee L, Grand Cherokee 4xe, Renegade and Wrangler and Wrangler 4xe. In Canada, Jeep Wave, a premium owner loyalty and customer care program, expands to Jeep Wrangler and Jeep Gladiator for 2023. Also available to all-new Grand Cherokee, Grand Cherokee L and Grand Cherokee 4xe owners, it is filled with benefits and exclusive perks to deliver the utmost customer care and dedicated support. The legendary Jeep brand's off-road capability is now being enhanced by a global electrification initiative, that is transforming 4xe into new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom. The legendary Jeep brand's off-road capability is now being enhanced by a global electrification initiative, that is transforming 4xe into new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom. All Jeep brand vehicles will offer an electrified variant by 2025.

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