

# Celebrating decades of trail-built toughness

**JEEP® AND JPP CONCEPT BUILDS PAY HOMAGE TO JEEP'S ROOTS WHILE DEFINING THE FUTURE OF OFF-ROADING**



(LEFT, TOP TO BOTTOM):  
Jeep® Gladiator Red Rock,  
Jeep Wrangler Anvil 715,  
Jeep Wrangler Laredo

(RIGHT, TOP TO BOTTOM):  
Jeep Grand Wagoneer Commander,  
Jeep XJ Pioneer,  
Jeep Wrangler BUZZCUT

At the 60th Easter Jeep Safari in Moab (late March into early April), tens of thousands of Jeep enthusiasts found fresh ways to engage with the brand's latest innovations, via the latest set of highly capable concept vehicles from Jeep brand and Jeep Performance Parts (JPP) by Mopar. Official home base returned to Walker Drug, with expanded consumer activations, immersive hands-on vehicle interactions and community-focused events.

As part of their ongoing commitment to land stewardship and responsible off-roading via maintaining and protecting Moab's local trails, Jeep and JPP volunteers once again partnered with Red Rock 4-Wheelers and the Bureau of Land Management to complete a trail restoration project, cleaning up miles of trash and debris, repairing and building rock walls and fencing, and restoring areas along the route.

### JEEP AND JPP CONCEPT VEHICLES

**Jeep Wrangler Laredo** is pared back to its core, then amplified. Built on a Willys base, it highlights simplicity, mechanical feel and classic Jeep attitude, with subtle cues that nod toward how the Laredo line might evolve.

**Jeep Wrangler Anvil 715** is a purpose-built vision of what an overland-focused Wrangler can be: capable, intentional and thoughtfully engineered without unnecessary bulk.

**2026 Jeep Gladiator Red Rock** was purpose-built as a donation to the volunteer-run Red Rock 4-Wheelers club, in honor of their trail stewardship and preservation efforts.

**Jeep Grand Wagoneer Commander** combines full-size premium and real off-road function into a stealth-leaning machine built equally for standalone capability and the strength to tow a dedicated trail rig.

**Jeep XJ Pioneer** marks the moment the original 1984 Cherokee changed the SUV landscape, tying its legacy to 85 years of Jeep heritage and the Cherokee nameplate's 2026 return.

**Jeep Wrangler BUZZCUT** by JPP blends compact, sporty two-seat design with extreme capability and expanded storage for longer adventures.

### JEEP BADGE OF HONOR

The Jeep Badge of Honor program expands in celebration of the brand's 85th anniversary, adding 11 new Core Trails for a total of 85 nationwide Core Trails, plus three new Moab and Grand Junction-based Limited trails, and introducing a limited-edition 60th Easter Jeep Safari badge that was available with event check-in on a Badge of Honor mobile app. ■



Jeep® Wrangler Laredo concept



Jeep Wrangler Anvil 715 concept



Jeep Gladiator Red Rock (special)



Jeep Grand Wagoneer Commander concept



Jeep XJ Pioneer concept



Jeep Wrangler BUZZCUT concept