



Jeep® Rewind Concept

When you hear “Jeep® Wrangler,” what comes to mind? It might not be the 1940s wartime Jeep Willys (MB). Instead, it’s likely a brightly colored Jeep Wrangler CJ7, YJ or TJ from the familiar high school or college days of old. Cue design inspiration! Starting with a two-door 2025 Jeep Wrangler Rubicon (2.0L I4 DOHC Turbo direct-injection engine), the Jeep Rewind concept is a nostalgic take on all things '80s and '90s. Jeep brand designers (who are millennials themselves) reimagined a simplified Jeep Wrangler that expresses the feeling of freedom when getting the keys to your first car. Dipped in all things '80s/'90s kitsch, the Jeep Rewind takes you back to an era when music television blared in every household and neon colors were all the rage.

NOTABLE

Exterior Mods

- + Special-edition, high-travel Grimace purple exterior paint color with custom graphics
- + Gloss black custom anti-roll bar
- + Open-air freedom with doors and roof removed (custom mesh sun bonnet added)
- + Custom-painted 17-inch AEV wheels with gold wheel pockets and 37-inch BFG KM3 M/T tires

NOTABLE

Interior Mods

- + Simplified interior with molded plastic floor liner and rear bench seat removed
- + Custom rear compartment to hold the essentials (like a boom box)
- + Seats and IP adorned with custom retro print inserts
- + Vintage cellular car phone and a ton of retro customization sprinkled throughout



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