

# Freedom Is A State Of Mind. The Jeep Is Back

Posted on



DIMO hosted an event to introduce the new Jeep® range to customers and to familiarise them with the brand. The iconic Jeep® brand is recognised the world over and every Jeep® vehicle has a unique story to tell, with a rich heritage that links back to the original Willys MA.

Over 150 customers and their families gathered at the beach event to witness the on and off-road capabilities of Jeep®. The event showcased the 2015 Jeep® Grand Cherokee, the 2015 Jeep® Cherokee, the Jeep® Compass and the ever famous Jeep® Wrangler. A part of the beach stretch was converted on to a test track that tested the Jeep's capabilities on different terrains such as mud, rock, sand and logs. Customers had the opportunity to test drive the brand new range of Jeep® vehicles as well as their own vehicles on this test track. The day also marked the

inauguration of the Jeep Club of Sri Lanka, a club established by likeminded enthusiasts, keen on wandering the wilderness, spreading the wings of freedom while pushing their Jeeps beyond the limit.

DIMO was represented by Ranjith Pandithage, Chairman and Managing Director with his wife as well as Gahanath Pandithage, CEO, Directors of DIMO and other senior management members. Rajeev Pandithage, Head of Jeep® Sales and Parts and Tharanga Gunawardena, Head of Jeep® Service along with members of Jeep® sales, parts and service teams were also present at the event.

Jeep® owners have long known that Go Anywhere, Do Anything® is a way of life – not just a marketing slogan. The legendary lineup of Jeeps, allows each owner to create their own timeless story. Moreover, Jeep® is a versatile vehicle that permits you to take on different situations and allows you to enjoy each one of them. Though having made a name for off-road driving, Jeep is actually an everyday vehicle.

Built on more than a 70-years legendary heritage, Jeep® is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep® vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited and the Jeep® brand recorded sales of more than one million units across the globe in 2014, setting a new all-time record for the third consecutive year. In addition to its 39 percent global increase, Jeep® sales rose 41 percent in the US in 2014, with a record 692,348 total sales. Further, Jeep® sales rose 40 percent in Europe and 42 percent in the Asia-Pacific region in 2014 respectively.

Designed for peak performance in rugged conditions, Jeep® is created for living life without limits, open-air enthusiasts who long to nurture their sense of adventure, for families who delight in the call of the wild and for those who yearn to head for parts unknown. Since 1941, the Jeep® name has been globally renowned for rugged outdoor adventure without comparison or compromise.