



Jeep® Unveils ‘Confidence 7’ — A New Benchmark in Long-Term Premium SUV Ownership Assurance for the Compass and Meridian

- Jeep® Confidence 7 introduces an elevated ownership and care program for the Meridian and Compass nameplates offering up to 7 years of warranty, maintenance, RSA, service privileges and Courtesy Edge
- Introduces Assured Buyback (ABB) option with upto 60% guaranteed future value
- Designed to deliver predictable ownership costs, peace of mind, convenience and premium long-term value
- Further strengthens Jeep’s reputation for capability, safety, dependability, and long-term value

Pune, India | 16th January 2026: Jeep India today announced the launch of **Jeep® Confidence 7**, a comprehensive premium ownership program designed to redefine long-term SUV ownership in India. Created exclusively for the Jeep Meridian and Jeep Compass, the program reinforces Jeep’s commitment to delivering world-class quality, reliability, and complete customer assurance—well beyond the point of purchase. For more than eight decades, the Jeep brand has stood for *trust, endurance, and all-terrain capability*. With Jeep® Confidence 7, that same legendary confidence now extends into every stage of the customer’s ownership journey.

The new program responds to the expectations of discerning SUV buyers who prioritize not just performance and premium craftsmanship—but also long-term assurance, predictable costs, and worry-free service experiences. At the heart of program is the Extended warranty and maintenance package of up to 7 years, ensuring predictable, hassle-free ownership. Customers also benefit from Assured Buyback, offering added confidence when upgrading or reselling their vehicle—making Jeep ownership as rewarding as it is reassuring.

Enhanced Customer Benefits with 7 Unique Benefits

- 1. Assured Buyback Program (ABB)***
 - Up to **60% resale value** of the ex-showroom price (based on tenure & mileage combination)
 - Protecting against resale price fluctuations.

*Offered by Jeep authorized dealers across the country
- 2. Affordable Long-term Annual Maintenance Contract (AMC) starting at ~INR38 per day**
 - Subsidized maintenance for lower cost of ownership
 - Predictable service expenditure across the ownership period
 - Savings of up to **33%** on scheduled service parts & labour
- 3. Extended Warranty**
 - Peace of mind up to **7 years**, covering critical vehicle components
 - Transferable coverage to the next owner, improving resale value
- 4. Courtesy Edge**
 - Loaner vehicle / Taxi Support provided if service / General repairs exceed 2 days (non-accidental)
 - Ensures uninterrupted mobility during standard warranty period
- 5. Priority ownership privileges & Express Service**
 - With fast-lane service support & 90-minute service turnaround for select jobs
- 6. 7-Year Roadside Assistance (RSA)**
 - Comprehensive support ensuring confidence during long-distance travel
- 7. Jeep Lifestyle Merchandise Voucher**
 - ₹2000 Jeep Lifestyle Merchandise from the Jeep Gear Store

Together, these offerings create a seamless, premium, and convenient service experience while maximizing long-term vehicle value with prices starting at INR 41,926 for the Compass & at INR 47,024 for the Meridian.

Announcing the new program, Kumar Priyesh, Business Head and Director – Automotive Brands, Stellantis India, said: *“Jeep Confidence 7 reflects our unwavering promise to our customers—an elevated, dependable ownership experience that stands true to the Jeep brand’s heritage of trust. Customers today seek transparency, long-term value, and effortless service engagement. With Jeep Confidence 7, we are amplifying assurance, convenience, and peace of mind, ensuring that every Jeep customer feels supported throughout their entire journey.”*

Jeep® Confidence 7 is an extension of Jeep India’s pursuit of excellence—strengthening its commitment to reliability, durability, safety, and customer-first service. The program ensures that every Jeep customer enjoys unmatched peace of mind and the assurance of driving a brand that stands strong on capability and credibility.

Youtube link : <https://www.youtube.com/watch?v=36HNY7JHiko>

About Jeep Brand: Built on more than 80 years of legendary heritage, Jeep is the authentic SUV with capability, craftsmanship, and versatility for people who seek extraordinary journeys. The Jeep® brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence. Jeep® Wave, a premium owner loyalty and customer care program that is available to the entire Jeep® line-up, is filled with benefits and exclusive perks to deliver Jeep® owners the utmost care and dedicated 24/7 support.

In India, the Jeep vehicle line-up consists of the Wrangler, Compass, Meridian, and Grand Cherokee. India is the first country for the Jeep brand outside of North America to make 4 models locally and for exports to other right-hand drive markets around the world. The Jeep brand is part of the portfolio offered by leading global automaker and mobility provider Stellantis.

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