

## Jeep Renegade Unleashed at William Simpson Newlands



The weeks have been abuzz with excitement for the launch of the all new Jeep Renegade at William Simpson Cars in Newlands, Cape Town. For weeks, the passionate staff had been prepping the showroom for the arrival of the highly anticipated new Jeep Renegade.

Invitations were sent out to all lovers of Jeep (from business owners to DJ's) to be the first to experience the unveiling of the newest range to the iconic brand. Guests were greeted by friendly staff and were welcomed into the showroom, encouraged to try some of their wonderful hors-d'oeuvre and have a glass of something good, be it wine, water, juice or an ice-cold beer.

Guests filled the showroom, enjoying the delicious foods and beverages that were offered by pleasant servers throughout the evening. As one moved around the room, you could hear the energy increase as it came closer and closer to the big reveal.

The music softened and attention was drawn to the many cloaked vehicles placed around the showroom. A voice began welcoming everyone to an iconic night, the voice was that of Craig Van Der Heever, Dealer Principal at William Simpson Cars. He moved onto introducing William Simpson himself.

William Simpson highlighted his pride in the Jeep brand as well as his decision to purchase the Newlands branch and expand his own brand. He noted that the evening was about new beginnings, both for William Simpson and with Jeep entering the compact SUV market with the All-New 2015 Jeep Renegade.

The mic was handed over to guest of honour, Trent Barcroft, CEO of Chrysler South Africa and Fiat Group Automobiles South Africa. He could have chosen to be at any other Jeep Renegade launch around the country and he chose to present the reveal at William Simpson Cars Newlands. A truly incredible honour that did not go unnoticed by guests and staff alike.



His kind words to William and his energetic passion for the brand built for a [hearttracing reveal](#) that culminated in the cloaks being drawn off the hidden bundles, and the Jeep Renegades revealed to a mass of gasps, 'oohs', cheers and claps from all.

The floor was then opened for everyone to look at every inch of the Jeep Renegade, taking in all the little details such as historic grill design, jerry-can inspired design and secret details that are easy to miss but fun to find.



These hidden [Easter Eggs](#) include grill detail on the rearview mirror casing and boot lid, Willy jeep on the windscreen edge and a sasquatch (also known as Bigfoot) walking along the edge of the rear windscreen near the windscreen washer. Thought that was it? There's even a small spider on the inside of the petrol flap with a "Ciao Baby" speech bubble. Apparently, a spider got caught during production in between the petrol flap and the vehicle and this detail was immortalised by Jeep.

The evening was still young and the room was still buzzing with excited talk about favourite colours, fuel economy and the many adventures one could have in a Jeep Renegade.

Want an adventure? Unleash the Renegade in you by [booking a test drive](#) online now!

**Jeep**



**DODGE**

