



## MTS Spotlight!

Sometimes the most critical folks to a team's success toil well out of the limelight. That would perfectly describe MTS Computer Network Engineer Greg Plamondon. Soft-spoken, kind and professional, Greg plies his trade in the IT department at Byron Center. He has been with MTS for 28 years. Greg started with us turning wrenches in the shop while putting himself through computer training. For decades his skills with computer hardware and assembling networks have allowed us to dispatch loads, communicate with customers, collect customer billings, and process payroll.



We were able to interview Greg and this is what he had to say:

1. **What is your job title and role?** I am a Network Engineer. I am tasked with supporting the network infrastructure for MTS and Bay Logistics.
2. **What roles did you have in the past?** I started with MTS as a Mechanic, straight out of the Marine corp.

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**3. How long have you worked for MTS?** I worked for MTS for 28 Years.

**4. What do you like about your job?** I love my job because it never gets boring. There is a new task and plenty of new technology every year.

**5. Where do you live?** I live in Wyoming, Michigan.

**6. Where did you go to school?** I went to Muskegon.

**7. Do you have a wife and kids?** I have my lovely wife Lupe and five daughters.

**8. What do you like to do for fun?** I like to 3D print things and play multiplayer games online with my friends.

**9. Where do you see yourself in 5 years?** I see myself working at MTS doing what I love.

**10. Any other comments or stories you would like to share?** MTS has been like a family to me, I have seen a lot of the Johnston family members grow from young children to the men they are now, (Ross and Ron). This company has grown a lot since I started here. I can remember when there was just the one building, a few trucks, and a dirt parking lot.

## Martin Transportation Systems Returns With McDowell At Michigan

[frontrowmotorsports.com](http://frontrowmotorsports.com)



Love's Travel Stops partner, Martin Transportation Systems (MTS), marked their return to the No. 34 Front Row Motorsports team and driver Michael McDowell at the Michigan International Speedway. McDowell, who has had a career year, was excited to keep the summer momentum rolling with a good finish.

With nine top-10 finishes, Michael and his MTS Ford Mustang team were ready to change the fortune of years past at Michigan and continue to build on their season. McDowell had his best run at the track last season, where he finished 20th, but with the recent performance and growth of his team, he was confident on improving on past performances.

"We have not had the best of luck at Michigan in the past, but we have always seemed to get better each time we visit the track," said McDowell. "I would say this season has provided us with the best shot to finish well and win at this type of track. I am confident we will make the changes we need to have a good MTS/Love's Travel Stops Ford come Sunday."



McDowell came to the track in the MTS colors. MTS is a family owned and operated transportation and logistics company with a fleet of over 1,100 trucks and employs over 2,500 drivers and support staff. MTS provides dedicated, just in time "JIT" services to its customers with a dedication to safety, customer service, and technology. The company is headquartered in Byron Center, Michigan and is a loyal Love's Travel Stops customer.

"I'm excited to have MTS returning to Michigan for the second year in a row," commented McDowell. They are a longstanding partner of Love's, similar to Love's and their partnership with us at Front Row Motorsports. It's always exciting to see these relationships come together on and off the track, and the success that entails. I'm excited to have them ride with us and put on a great show for them."



In front of an impressive crowd and a sold out infield at the Michigan International Speedway, Front Row Motorsports (FRM) showed off an impressive start to the 400 mile NASCAR Cup Series event. Michael McDowell had raced to ninth and never left the top-10 before a Lap 20 Competition Caution and Todd Gilliland was moving up from his starting position. But as soon as the field restarted, a nine-car accident left McDowell with significant front nose damage and Gilliland with a broken suspension piece. Both teams worked all race to keep both cars as competitive as possible.



Gilliland and the No. 38 First Phase Ford team finished 27th while McDowell and his MTS/Love's Travel Stops Ford team finished 28th.

A week after his first top-five finish, Todd Gilliland and the No. 38 First Phase Ford team felt confident heading into Michigan. The team struggled in practice and qualifying with a tight car, but felt they had made the proper adjustments needed for Sunday's race.

Rain delayed the start of the 200-lapper, but once the green flew Gilliland was on the move. A Lap 20 Competition Caution allowed the team to loosen up the car. Gilliland had a good restart before being collected in the wreck on Lap 25. A broken toe link had the team working on the car on pit road. Later in the race Gilliland lost power steering, but the team still raced to the end. Through the adversity, the First Phase team finished 27th while many others had wrecked out of the race.

"I want to thank the team for working so hard today," said Gilliland. "We didn't have a good Saturday, but we were ready to see how the changes were going to help. I just got clipped and it broke the toe link. The day was really about staying positive and focused on getting the positions we could. We actually gained some points today after others wrecked out. It's not the day we wanted, but I appreciate the effort of this First Phase team."

Michael McDowell and the No. 34 MTS/Love's Travel Stops Ford Mustang team were contenders for another top-10 on Sunday. Early in the race, McDowell jumped from 14th to ninth in the first 10 laps. The car felt good and McDowell looked good running up front.



As seen in the picture below, the day changed dramatically after the Lap 25 caution that sent McDowell into the wall. The nose of the car took the hit and buckled the hood. The team made repairs to keep McDowell at speed. He finished the day 28th.



"We keep unloading fast Ford Mustangs," said McDowell. "This weekend was no different. Our MTS/Love's Travel Stops Ford was fast in qualifying and we took the car straight to the top-10. I think we could have stayed there all day.

"We came down pit road for fuel, get a restart with another car that fell back quickly, and we were in a big traffic jam. We got turned into the wall. The guys just kept digging and we salvaged the day. You can't be disappointed in the effort, but we are with the circumstances. We just keep trying and we'll keep bringing fast cars to the track. We want to get a win."



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## Photography By Angelita!

Check out these beautiful photos taken by Angelita Esparza. She is a Dispatcher at our Kansas City terminal. She loves photography and sometimes takes neat photos at MTS. You can see more of her photo's and contact her on her photography Facebook page. MTS had a chance to interview Angelita to learn a little more about her.

### FACEBOOK PAGE:

[www.facebook.com/PhotographybyAngelita](http://www.facebook.com/PhotographybyAngelita)



### 1. What is your name and position?

My name is Angelita Esparza and I am a Dispatcher here in Kansas City, KS.

### 2. How long have you worked for MTS?

I have worked for MTS for over a year now.

### 3. What do you enjoy doing outside of work?

I love taking pictures!

### 4. How long have you done this hobby?

I am self-taught. I have been taking pictures since I was about 10 years old.

### 5. What do you like taking pictures of?

I really love taking pictures of old houses, bridges and fences. I also love taking pictures of landscapes like sunsets, sunrises, and the moon.

**Comments:** I appreciate having the opportunity to work at MTS. Being here, I get the joy of taking some iconic photos and I am able to showcase what I love to do.



# HIRING MECHANICS



## CHECK OUT THESE BENEFITS!

- 4 DAY WORK WEEK
- INSTANT 1 WEEK PTO
- FREE TOOL ALLOWANCE
- FREE FOOTWEAR ALLOWANCE



### HIRING AT THE FOLLOWING LOCATIONS

Byron Center, MI  
Lansing, MI  
Marshall, MI  
Flint, MI  
Detroit, MI

Toledo, OH  
Lima, OH  
Dayton, OH  
Marion, IN  
Indianapolis, IN

Springfield, IL  
St Louis, MO  
Bertrand, MO  
Grand Prairie, TX  
Kansas City, KS

Spring Hill, TN  
White Pine, TN



# **BAY** *LOGISTICS* *Spotlight*

## **BAY LOGISTICS WOULD LIKE TO SPOTLIGHT: ROSS JOHNSTON**



**What is your job title & role?**

President/Co-owner.

**How long have you worked for Bay?**

I have worked for Bay most of my life, but officially on payroll June 2003.

**What do you like about your job?**

I honestly love everything!

**Where were you born? Where do you live?**

I was born in Caledonia, Michigan and currently live in Spring Lake, Michigan.

**Where did you go to college?**

I went to college at Aquinas and Davenport.

**What is your previous work experiences?**

I have always worked in trucking and logistics.

**Do you have a family?**

I have a wife of nine years and two daughters.

**What do you do for fun?**

I love to boat and work out.

**Where do you see yourself in 5 years?**

I see myself working in the same place.



## Bay Logistics To Break Ground On Coopersville Facility

A new 200,000-square-foot warehouse is coming to Coopersville. This new Cold Distribution Center is at 275 N. 68th St. in Coopersville, Michigan. The project is slated to be operational July 1, 2023 and Pioneer Construction is leading the project.

A new warehouse for a large logistics company in West Michigan should not come as a surprise. Industrial real estate space in West Michigan is tight, with a vacancy rate of 3% in the second quarter, according to JLL. Through the second quarter, year-to-date industrial real estate space gains were 2.6 million square feet.

“Given the historically tight vacancy, we can expect to see owner-occupied expansions continue moving forward,” a JLL report read. “The construction pipeline should grow further, as new Class A warehouse space is highly sought after in the market as demand outpaces supply.”



Based in Grand Rapids, Bay Logistics has eight distribution centers in Michigan, as well as locations in Indiana, Arizona and Mexico.

Along with its food and grocery logistics operations, the family-owned Bay Logistics also operates in flammable chemicals, office furniture, automotive, aerospace, book publishing, non-ferrous metals and plastic resin, among other industries.



The new Cold Distribution Center will feature the following:

- 30 docks
- 2-story offices
- Secured perimeter
- Room for expansion
- 201,250 square feet
- 30,677 pallet positions
- Abundant trailer parking
- ESFR fire suppression system
- Expected to create 80-100 jobs



With an expected completion date of July 2023, Bay expects this operation to generate 80-100 good-paying jobs. This temperature-controlled facility will protect client's perishables, both raw materials and finished goods. It will give them the peace of mind to focus their resources on sales, production, engineering, and system improvements.



Coopersville was chosen for this Distribution Center because it is strategically located halfway between the Lakeshore and the GR Metro Area. Bay can optimally service both markets from this central location.

An extremely tight commercial real estate market and strong customer demand for food grade cooler services are the catalysts for this new site. Current Bay clients and numerous prospects have expressed great enthusiasm for this project, and they are eager to reap the benefits of this significant capital investment.

Bay would like to thank Pioneer Construction, Jason Nyhuis and his team, who are easy and pleasurable to deal with. A first-class operation!

Bay would also like to thank United Bank for financially backing this incredible opportunity!

Bay can't forget to thank the ownership for believing in the Team and buying into the dream!

And finally, a shout out to the City of Coopersville for approving Bay's plans and making Bay feel so welcome!



Bay is bringing to Coopersville, Michigan their version of a shining city on a hill! A place where future generations can work, grow, and thrive while building their families and futures together!



**BAY**  
LOGISTICS  
baylogistics.com

## July Corporate Driver Of The Month (**Scott Hedges**)



**Martin Transportation Systems wishes to congratulate Scott Hedges from our Toledo, OH terminal for becoming Corporate Driver of the Month for July 2022.**

Scott has been with MTS for over 7 years.

"I've had the privilege of knowing him for the last 4 years. To say Scott is an asset to our Toledo team would be an understatement," said Terminal Manager Jolene Kerlin.

"Scott takes excellent care of his assigned piece of equipment. He arrives to work early every day," said Jolene. "When Scott is under a load we never have to worry about it.

"Scott's attendance is impeccable. He works 6 days a week every week. He is hard working and takes his job very seriously." Jolene continued. "There is not a run/load that we have put Scott on that he hasn't knocked it out of the park. Congratulations Scott on becoming Corporate driver of the month, you deserve it."

**Thank you Scott for your hard work and dedication!**

## August Corporate Driver Of The Month (**Duane Hill**)



**Martin Transportation Systems wishes to congratulate Duane Hill from our Grand Prairie, TX terminal for becoming Corporate Driver of the Month for August 2022.**

"Duane Hill has been an exceptional driver for us since 2006, willing to do any task requested without any complaints," said Terminal Manager Patrick Dunaway.

"Duane runs the El Paso load and I have never had him call in on his run. Duane is a team player, educates drivers when he sees them doing something incorrectly and has saved us many times by reporting incidents," said Patrick.

"He is very proactive on ensuring his license and DOT physicals are kept up to date without having to be notified."

**Thank you Duane for your hard work and dedication!**

## July Terminal Drivers Of The Month!

Help us congratulate the finalists who are named Terminal Drivers of the Month for July 2022.

### CONGRATULATIONS!

- Amoreena Capasso - Belvidere, IL
- Roger Flanigan - Bertrand, MO
- Jackie Kitchens - Bowling Green, KY
- Jacob Corwin - Cadillac, MI
- Jose a Pacheco Flores - Windsor, ON
- Larry Nunn - Cleveland, OH
- Rodney Bowermaster - Dayton, OH
- James O'Connell - Detroit, MI
- Shawn Whitney - Flint, MI
- Duane Hill - Grand Prairie, TX
- Lazaro Rodriguez - Grand Rapids, MI
- Robert Simpson - Indianapolis, IN
- Jeremy Derose - Kansas City, KS
- Aaron Barette - Lansing, MI
- Toby Heath - Lima, OH
- Bradley Looney - Little Rock, AR
- Sheikh Drame - Louisville, KY
- Greg Shafer - Marion, IN
- Daniel Rininger - Marshall, MI
- Joseph Ismail - Phoenix, AZ
- Jennifer Taylor - Port Huron, MI
- Jason Rhodes - Riverton, IL
- James Derryberry - Spring Hill, TN
- Benjamin Gregory - St. Louis, MO
- Scott Hedges - Toledo, OH
- James Hammer - White Pine, TN

These drivers will receive a Driver of the Month certificate. They will still be eligible in the coming months to win Corporate Driver of the Month, as long as they continue to meet the criteria.

## August Terminal Drivers Of The Month!

Help us congratulate the finalists who are named Terminal Drivers of the Month for August 2022.

### CONGRATULATIONS!

- James Larsen - Belvidere, IL
- James Cann - Bertrand, MO
- Jackie Kitchens - Bowling Green, KY
- Larry Hector - Cadillac, MI
- Michael Fleming - Windsor, ON
- Donald Williams - Cleveland, OH
- Bryan Johnson - Dayton, OH
- Jeffrey Delozier - Detroit, MI
- Stephen Johnson - Flint, MI
- Jason Rhodes - Vandalia, IL
- Duane Hill - Grand Prairie, TX
- Lazaro Rodriguez - Grand Rapids, MI
- David Blevins - Indianapolis, IN
- Jeremy Derose - Kansas City, KS
- Howard Triplett - Lansing, MI
- Toby Heath - Lima, OH
- Jimmy Robbins - Little Rock, AR
- Demetrius Brooks - Louisville, KY
- Jeffery Altman Jr. - Marion, IN
- Daniel Rininger - Marshall, MI
- Kelly Todd Stigers - Phoenix, AZ
- Matthew Gauthier - Port Huron, MI
- Elizabeth Sanders - Riverton, IL
- James Derryberry - Spring Hill, TN
- Benjamin Gregory - St. Louis, MO
- Jackie Cromwell - Toledo, OH
- Ronald Honaker - White Pine, TN

These drivers will receive a Driver of the Month certificate. They will still be eligible in the coming months to win Corporate Driver of the Month, as long as they continue to meet the criteria.

## GMCCA Outdoor Rack Yard Summit

August 25, 2022, Bay's Flint Outdoor Rack Yard hosted a meeting with a team from General Motors-Customer Care and Aftersales. The GMCCA team took a tour of the yard to observe the workings of our non-typical facility, that helps keep the supply chain moving. The Rack Yard works closely with the XPO team to move empty racks and containers throughout North America, to GM suppliers and distributors.

*"The visit reflected on the many years of collaborative work between GM and Bay Logistics. We sincerely appreciate Bay's spirit of persistent improvements and willingness to foster a great working relationship."*

**Nate Wright**, Supervisor – Containerization, Reverse Logistics and Divisional Assets Lead, Customer Care & Aftersales



## MTS & Bay Logistics Attended The IWLA Convention & Expo

Bay Logistics and MTS attended the IWLA Convention in Phoenix last month. Brett McGovern (President) and Jeff Wood (Director of Risk Management) of MTS addressed Trucking Safety issues and the Bay team attended seminars on Safety, HR and IT.

The IWLA Convention & Expo attracts hundreds of warehouse logistics leaders and supplier partners each year. They gather to learn, take care of association business, network, and have a little fun as they support and lead the 3PL-warehousing industry.



## Capturing The True Beauty In Nature

Byron Center driver Dan Cole took a nice video and pictures of a 6 Point Buck. We work in a beautiful environment with a lot of wildlife! Once in awhile we are able to capture the beauty.



## Donald J. Finney Memorial Award

The Bay Logistics Executive Team is pleased to announce that Jillian Ladach is the 2022 winner of the Donald J. Finney Memorial Trophy! This award is given each year to the Bay employee who consistently exceeds our customer's wildest expectations, and demonstrates on a daily basis that it is truly Better at Bay!

Jill began her career at Bay Logistics as a Customer Service Assistant at our Wayne Operations in 2018, and is currently a key Supervisor at our Hamtramck Operations. Today we recognize and celebrate Jill's positive attitude, bright smile, impeccable work ethic and excellent rapport with a major Bay Logistics account!

Jill will receive the traditional limited edition Bay Jacket, and a new name plate engraving will be added to the trophy.

A new feature of this coveted award, which we are instituting this year, is that Jill will have 100% complete possession of the trophy for the next twelve months to display as her heart desires!

Congratulations Jill! Thanks for everything you do for Bay Logistics!

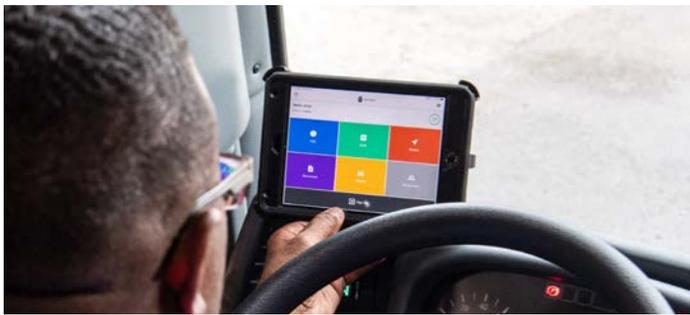




MTS will shortly begin changing out all the PeopleNet units for the Samsara system. You will be able to operate at a whole new level. Samsara is an integrated platform that will increase safety, efficiency, and sustainability!

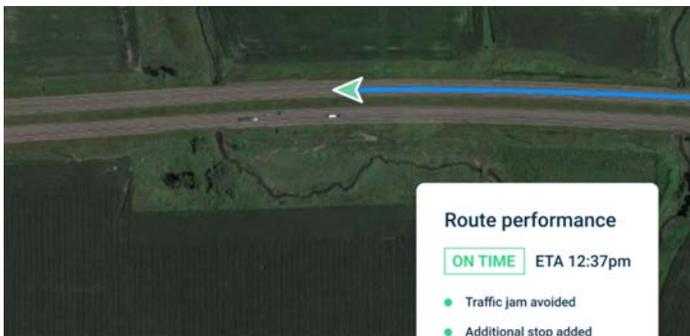
Here are some of the wonderful features that will benefit every department.

**1. New tablets in every truck.**



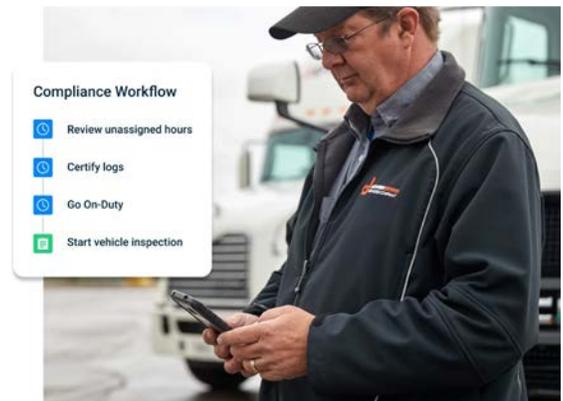
**2. Real-time GPS data.**

Samsara's "to-the-second" GPS tracking and smart geofencing gives you best-in-class visibility to improve route performance and provide better service for our customers.



**3. Easy-to-use ELD (Electronic Logging Device).**

Commercial motor vehicle drivers can easily edit, review, and certify Hours of Service logs right from the Samsara Driver App. Carrier edits are instantly sent to drivers for review and certification to keep your HOS logs compliant.



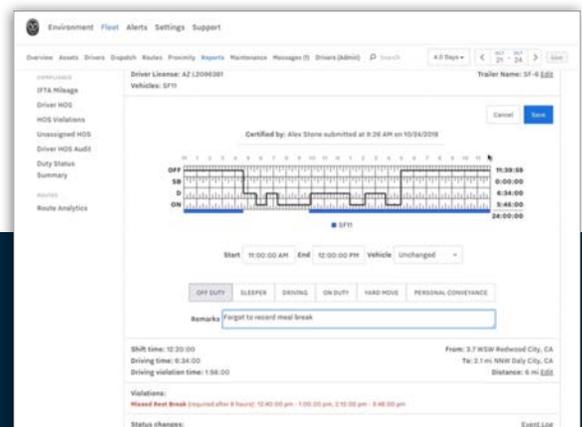
**4. Simplify driver training.**

MTS Safety Department has multiple training handouts to help you learn the new system. Training handouts will be available when your terminal is moved over to Samsara.



**5. Simplify HOS management.**

With the easy-to-use dashboard, you can review driver logs and suggest log edits to ensure your e-logs are up to date.



**6. Ability to take pictures while conducting pre- and pro-trip inspections.**

Streamline your maintenance workflows, perform pre- and post-trip vehicle inspections, walkarounds, automatic photo uploads and eSignatures, on any mobile device using the Samsara Driver App.



**7. Instantly respond to maintenance issues.**

Customizable alerts ensure that mechanics are informed as soon as vehicle faults are detected or DVIRs are submitted. Samsara's real-time GPS tracking enables quick dispatch to minimize vehicle downtime.



**8. Real-time vehicle diagnostics.**

Proactively spot issues such as failing batteries and engine fault codes through over-the-air vehicle diagnostics. Avoid road breakdowns and quickly identify vehicles in need of service to protect vehicle health and extend vehicle lifetime.

Maintenance Status					FAULTS
VEHICLE	CURRENT DRIVER	BATTERY VOLTAGE	ENGINE HOURS	ODOMETER (MI)	
29583	Peter Carr	12.9	15,550	284,411	P0301 - Cylinder 1 Misfire Detected
25730	Hector Garcia	14.3	2,041	34,000	
24957	Sara Cunningham	13.2	7,688	162,784	P0301 - Cylinder 1 Misfire Detected
20584	Daniel Smith	1.2	4,070	60,520	P0871 - Cylinder 1 Glow Plug Circuit/Open
20450	Patrick Chu	14.8	6,383	126,300	P1102
28148	Roberto Lopez	13.4	6,599	183,149	P0172 - System Too Rich Bank 1

**9. Make dispatch decisions with real-time data.**

Match the right driver to the right job with centralized visibility into customer details, live HOS, and real-time ETAs. Complete more jobs and optimize routes with insight into planned vs. actual performance.



**CONTINUE ON NEXT PAGE >**



**10. Submit DVIRs on-the-go.**

Drivers can submit DVIRs directly from their fingertips using the Samsara Driver App, saving precious time. It's easy for drivers to transition from paper to Samsara DVIR as it contains already used fields by drivers, and simple functions like walkaround image capture.

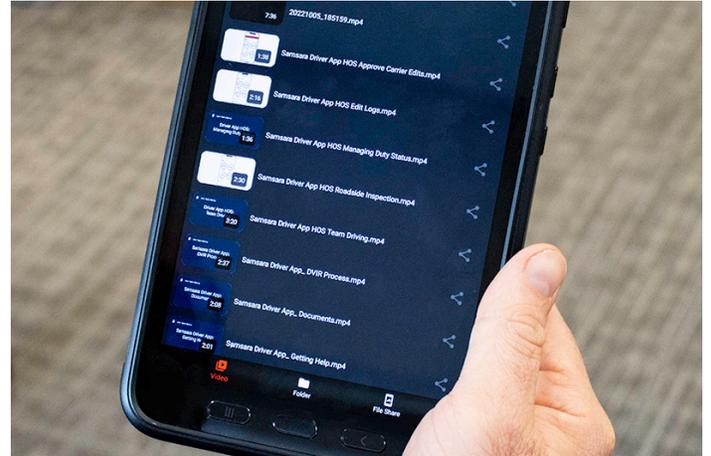


**11. Centralize maintenance and reporting.**

DVIRs instantly appear in the Dashboard and sit alongside preventive maintenance schedules, maintenance logs, and real-time vehicle statuses. Mechanics can then prioritize the most urgent issues and sign the DVIR for the next driver to verify, completing the FMCSA requirement.

TYPE	VEHICLE	TRAILER	AUTHOR	SIGNED AT	DURATION	REWORK/REAGENT	DEFECTS	STATUS
Pre-trip	103243	630762	STEVE ANDERSON	12 Feb 08:21	5s	-		SAFE
Post-trip	103243	630762	THOMAS JOHNSON	12 Feb 14:59	3s	-		SAFE
Pre-trip	1882	630762	STEVE ANDERSON	12 Feb 07:48	11s	-		SAFE
Pre-trip	1882	054638	STEVE ANDERSON	12 Feb 08:35	10s	-		SAFE
Pre-trip	1882	054211	THOMAS JOHNSON	12 Feb 12:16	12s	-		SAFE
Post-trip	1882	630762	THOMAS JOHNSON	12 Feb 08:34	9s	-		SAFE

**12. Easily access training videos right on the tablet as well as on the MTS website.**



**13. Plug-and-play hardware.**

Samsara has IoT hardware for connected operations.

**– Video-Based Safety**

Build a world-class fleet safety program.

**– Vehicle Telematics**

Real-time GPS and diagnostic data for real-time visibility, streamlined compliance, and cost-saving preventative maintenance programs.

**– Equipment Monitoring**

Sophisticated diagnostics and location insights you can act on across your entire fleet of equipment.

**– Trailer Tracking**

Reduce operating costs, increase trailer utilization, and improve customer retention with real-time visibility across your fleet.

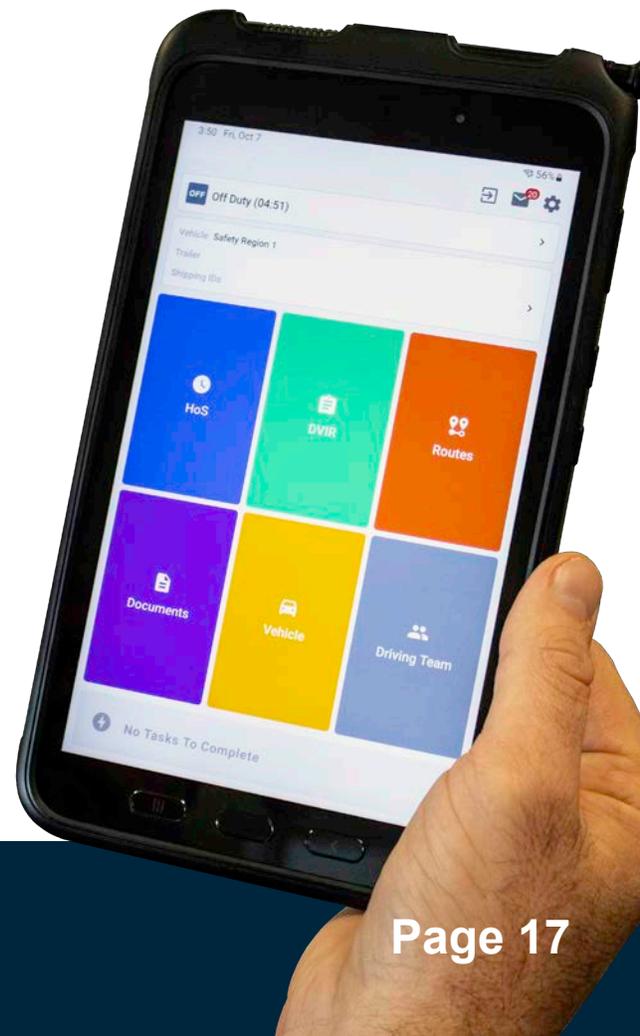
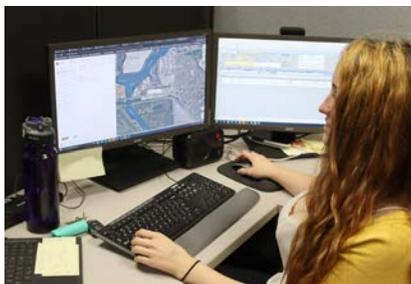
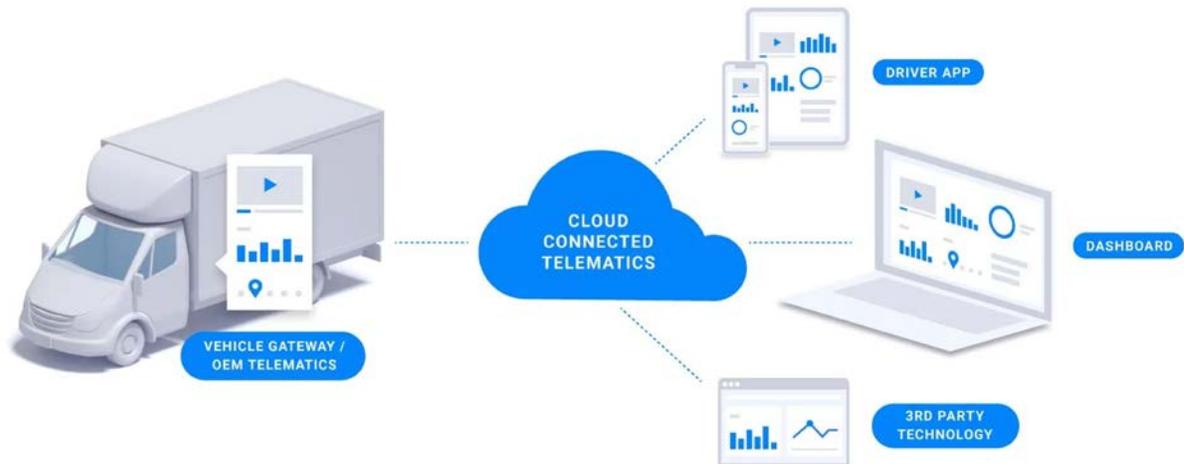
**– Site Visibility**

Intelligent, cloud-connected security cameras for onsite operations.



## All-in-one fleet management

By managing your fleet on The Connected Operations Platform everyone from the field to the back office operates on the same real-time data.



Learn more at  
[samsara.com](https://samsara.com)

# FLEXIBLE SPENDING ACCOUNT 2023

## OPEN ENROLLMENT STARTS **OCTOBER 1ST**



You may be eligible to enroll in our company's FSA plan between October 1 and December 20, 2022.

By setting pre-tax money aside each paycheck for medical and dependent care expenses, you can save an average of up to 40% a year on out-of-pocket expenses. Enrolling is now easier than ever.

Learn more about the great benefits of an FSA and steps to enroll.

**To enroll:** Log in to <http://www.paychexflex.com> and select Benefits Account (PBA).

**If you're eligible, you'll see the prompts to Enroll Now.**

**Need help?** There is a tool to calculate your annual election and explore tax savings.

**Already participating?** If you're already participating, that's great. As a reminder, we automatically rolled over your previous year's elections to the 2023 plan year. If you want to update your 2023 plan elections, follow the steps above to log in and update.

## **PAYCHEX FLEX**<sup>®</sup>



# paychexflex.com

# **BAY** *LOGISTICS* *Spotlight*

## **BAY LOGISTICS WOULD LIKE TO SPOTLIGHT: KATHY HOUSE**



**What is your job title & role?**

HR and Safety Manager.

**How long have you worked for Bay?**

I have worked for Bay for four months.

**What do you like about your job?**

Everything! I love that from day to day, it is not the same thing. Always something new going on. I like traveling to the different warehouses doing safety walk throughs and getting to meet everyone.

**Where were you born? Where do you live?**

I was born in Flint, MI and raised in Columbiaville, MI. I currently live in Flint and work out of the Hamtramck Warehouse.

**Where did you go to college?**

I spent one year at Ferris State and came home and went to Mott College.

**Do you have a family?**

I am married to my husband Paul of 28 years. My son Tyler is 27 years old.

**What do you do for fun?**

After spending the past 15 years playing competitive softball, I have slowed down the pace and enjoy playing golf with my husband and son. I also love hiking and hike any trail I find.

**Where do you see yourself in 5 years?**

In 5 years, I see myself still a part of the Bay team. I really enjoy the people I work with!



## A Squadron Of Electric Jeeps Goes After Rivian, Tesla

reuters.com

Jeep will launch four all-electric sport utility vehicles by the end of 2025 in a bid to lead in electrification of off-road vehicles, the company announced on Thursday, despite the Stellantis NV (STLA.MI) brand's late start.

Jeep brand executives previewed an all-electric Jeep Recon, inspired by the brand's petroleum-fueled Wrangler adventure vehicle, a Wagoneer S that will be a battery-electric companion to the brand's Grand Cherokee or Wagoneer family vehicles. They also previewed a small Jeep Avenger EV aimed at Europeans.



Jeep brand chief Christian Meunier said future electric Jeep models - including some not identified in presentations to reporters - will help Jeep meet challenges from other electric vehicle brands.

Rivian and Scout, as well as General Motors Co's reborn Hummer brand, are pitching their electric SUVs to would-be buyers with many of the same appeals to outdoor adventure and all-weather capability that Jeep has traded on for decades. Tesla's Model X and Model Y SUVs compete with Jeep for customers who like multi-purpose utility.

Meunier said the electric Recon and Wagoneer models, due to go on sale in 2024, and the European Avenger, scheduled to go on sale early 2023, should help the brand grow.

Jeep is now aiming to have 50% of its U.S. sales and 100% of its European sales to be of fully electric vehicles by 2030, Meunier said.

