
Jeep boss Antonio Filosa: "The car world is divided into north and south."

Von Walther Wuttke

Since its foundation in 1941, Jeep has been particularly famous for its off-road capabilities. In Europe, the brand sold 130,000 vehicles last year. The brand is currently undergoing a transformation and is preparing for an electric future. According to Jeep boss Antonio Filosa, the company plans to only offer fully electric models in 2030. However, the Naples-born engineer does see strategic differences when it comes to global sales of electric models.

"The automotive world is divided into North and South. While the North is pushing ahead with electrification, the South is doing things differently. In Brazil, for example, ethanol plays the leading role. Other countries are starting with regulations that allow different energy sources. And then we see that the original orientation in Europe is being called into question. We are sticking to our goal, but if the political leadership makes a new decision, we can adapt very quickly." The next two new Jeep models, the Wagoneer S and Recon, will be launched as battery-electric off-roaders with all-wheel drive. (aum)

Images for article



Jeep boss Antonio Filosa.

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