

# Local Designer, Attitude Performance to Display Their Iconic Flat-Fender Jeep® Creation at This Year's Chicago Auto Show

*THE GENERAL, was designed and built from the ground up, incorporating traditional iconic styling with the comfort, reliability, and power of modern technology.*

CHICAGO, IL, UNITED STATES, February 5, 2025 /EINPresswire.com/ -- Illinois based, Attitude Performance Vehicles has been working directly with Jeep enthusiasts across North America for over 20 years and has now responded to what Jeepers have been requesting for decades. An updated, fun to drive, comfortable iconic flat fender. "We've casually talked about this for years." explained Attitude Performance owner, Matt Dinelli. "About a year ago, we finally took the necessary steps to bring this vehicle to reality and make it available for purchase to a very limited number of our customers."



The GENERAL Specialty flat-fender from Attitude Performance Vehicles

“

About a year ago, we finally took the necessary steps to bring this vehicle to reality, making it available for purchase to a very limited number of our customers.”

*Matt Dinelli*

Starting from scratch... Dinelli and his team created a vintage flat fender vehicle design, reimagined with modern technology, a custom re-designed aluminum body and components capturing the essence of classic aesthetics, while integrating contemporary performance and functionality. This reinterpretation pays homage to the iconic Willys MB and CJ models, preserving their timeless charm while dramatically enhancing the owner's driving experience. The "General" Flat-Fender is also noticeably

larger than it's ancestors, providing much improved leg room, overall interior space with an updated modern style and enhanced drivability.

[The General](#) is clearly an attention-getter. Its beautifully proportioned aluminum body has been

finished in deep metallic green paint. The stance of the flat-fender is aggressive, with a lifted long-arm performance suspension, rolling on 39" tires and wheels finished in a dark bronze color. The custom tan interior features heated and lumbar controlled seats, a high-end audio system with touch-screen, and modern vintage-style gauges.

The GENERAL's power comes from a modern 525 HP Chevy V8 engine, enhanced with an aggressive sound from its stainless steel performance exhaust system. The LS engine provides ample and instant power for both on and off-road adventures. A reliable and responsive automatic transmission combined with the updated EFI, ensures a smooth driving experience.

In essence, this vintage flat fender Jeep combines the best of both worlds — the timeless design of yesteryear and the performance of modern technology. It serves as a tribute to the vehicle's heritage while meeting the demands of today's drivers who seek a perfect blend of attention-getting style, unmatched capability and performance. Buyers of the specialty vehicle will be able to choose a 1, 2, 3, 4, or 5 Star GENERAL, depending on the level of performance and personalization.

The GENERAL will be displayed in the "Chicago Overlanding" section of this year's Auto Show. To schedule an interview with the build team, or for additional photos and information, [visit: APVehicles.com](http://APVehicles.com)

Jhan Dolphin  
J Robert Marketing  
+1 847-910-2248  
[jdolphin@jrobertmarketing.com](mailto:jdolphin@jrobertmarketing.com)



The GENERAL comfortable on or off-road.



The GENERAL By Attitude Performance Vehicles

The timeless design of yesteryear and the performance of modern technology.

Visit us on social media:

[Facebook](#)

[Instagram](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/781371596>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.