

The 'GENERAL' Custom Flat Fender Vehicle Heads to Barrett-Jackson in Scottsdale

These ground-up custom vehicles pay tribute to the iconic flat-fender Jeep® and are now available to order (limited) during the Barrett-Jackson event.

SCOTTSDALE, AZ, UNITED STATES, January 16, 2026 /EINPresswire.com/ -- Illinois based [Attitude Performance Vehicles](#), a trusted name among Jeep enthusiasts for more than 20 years, sparked major buzz with the unveiling of [The GENERAL](#) — a modern re-imaging of the iconic flat-fender Jeep that fans have been requesting for decades. This month, The GENERAL will take center stage at the Barrett-Jackson Scottsdale event, where Attitude Performance will begin accepting orders for a limited production run. Each buyer will work directly with the team to personalize their build with exclusive modifications, accessories, and color options.

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Matt Dinelli - Attitude Performance



A very limited production run is underway, for a select group of enthusiasts.

“We’ve casually talked about this for years,” said owner Matt Dinelli. “About a year ago, we finally took the steps to bring this vehicle to reality and make it available to a very limited number of customers.”

Designed from a clean sheet, The GENERAL captures the soul of the original Willys MB and CJ models while elevating performance, comfort, and craftsmanship. Its custom-built aluminum body and chassis blend classic proportions with modern engineering, and its larger footprint delivers improved legroom, expanded interior space, and a refined driving experience.

Finished in deep metallic green, The GENERAL commands attention with its sculpted aluminum

body, aggressive stance, long-arm performance suspension, and 39-inch tires on dark bronze wheels. Inside, a custom tan interior features heated and lumbar-adjustable seating, a premium touchscreen audio system, and vintage-inspired gauges.

A 525-horsepower Chevy LS V8 powers The GENERAL, paired with a stainless-steel performance exhaust, responsive automatic transmission, and updated EFI system for smooth, exhilarating performance on or off the pavement.

Blending timeless flat-fender character with modern capability, The GENERAL stands as both a tribute to Jeep heritage and a bold new chapter for drivers seeking unmatched style and presence.

At Barrett-Jackson — a global automotive cultural event drawing enthusiasts, collectors, and builders from around the world — the Attitude team will guide buyers through 1-Star to 5-Star GENERAL configurations, each offering increasing levels of performance and personalization.

The GENERAL will be on display at Barrett-Jackson Scottsdale, January 17–25. To place an order, or for additional information, visit: Attitude Performance Vehicles

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Much larger than the iconic Jeep, the GENERAL is loaded with quality features and high performance.



The GENERAL flat fender is exactly the evolution of the iconic Jeep® that enthusiasts are looking for.

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