

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 reimagining 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.



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

“

Designed from a clean sheet, The GENERAL captures the soul of the original Willys MB and CJ models while elevating performance, comfort, and craftsmanship.”

Matt Dinelli - Attitude Performance

“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

Matt Dinelli

Attitude Performance Vehicles

+1 847-593-0505

attitudeperformance@gmail.com

Visit us on social media:

[Instagram](#)



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.

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.

© 1995-2026 Newsmatics Inc. All Right Reserved.