

JETOUR Launches Factory-Customized G700 TOPFIRE in Saudi Arabia

SAUDI ARABIA, September 1, 2026 /EINPresswire.com/ -- Recently--JETOUR has launched the G700 TOPFIRE in Saudi Arabia, marking its Middle East debut. Co-created with professional off-road tuner TOPFIRE, the G700 TOPFIRE is a factory-customized trailblazing SUV that blends TopFire's cutting-edge upgrade expertise with JETOUR's end-to-end capabilities in R&D, manufacturing, and after-sales support.

Ke Chuandeng, President of JETOUR International, said: "The Middle East is a key strategic market for JETOUR's global roadmap in premium off-road segment. We remain focused on local users' needs for off-road mobility and personalized expression. Guided by the Travel+ Strategy, the G700 TOPFIRE not only meets local market demands but also accelerates JETOUR's factory-customized ecosystem globally."

Factory-Customized Upgrades in Presence and Performance

As one of JETOUR's factory-customized off-road SUVs, the G700 TOPFIRE builds on the standard G700 with comprehensive upgrades to the chassis, exterior, powertrain and outdoor functionality.

A dedicated chassis upgrade raises the height and widens the track, bringing the vehicle's dimensions to 5,272×2,150×2,043 mm. The grille, wheel arches, side bars, and front and rear bumpers are also purposefully redesigned, giving the G700 TOPFIRE a bolder off-road stance while retaining the G700's signature design language.



The G700 TOPFIRE is powered by the CDM-O Super Hybrid system and a 2.0 TD hybrid-specific engine. K-MAN nitrogen-filled shocks and Atlas AT off-road tires reinforce its off-road credentials, delivering strong capability across challenging terrains such as sand and gravel. In March, the model completed extreme off-road trails in Moab, earning recognition from racing driver Robby Gordon and explorer Hazen Audel.

Tailored for various outdoor scenarios, the vehicle features an integrally stamped roof rack system, ready for rooftop tents, searchlights and drone platforms. The front and rear competitive bumpers offer dedicated modification space for winch crossbeams and recovery gear, giving the vehicle outstanding off-road capability and exceptional equipment expandability.

“Travel+ Refit” Expands Premium Off-Road Boundaries

The launch further extends JETOUR's factory-customized product portfolio into the premium off-road segment. Combining vehicle development and manufacturing capabilities with professional modification expertise, JETOUR offers customization options ranging from personalized upgrades to professional off-road modifications.

To date, JETOUR has launched five factory-customized models and hundreds of official modification kits globally, covering flagship models including the T1, T2 and G700, with cumulative global sales of nearly 20,000 units.

The Saudi launch marks another milestone in JETOUR's global rollout of factory-customized off-road products. Moving forward, JETOUR will continue to expand its factory-customized product portfolio based on user needs across different markets, offering global users more off-road and outdoor mobility options.

ABOUT JETOUR

Launched in 2018, JETOUR is committed to the "Travel+" strategy and has entered 100 countries and regions worldwide, with over 2,000 sales and after-sales service outlets and a global user base exceeding 50 million. Its global R&D network spans the EU, the Middle East, Central & South America, ASEAN and etc. Its portfolio includes the T-Series, which targets the light off-road segment, and the G-Series, positioned for the premium luxury off-road market. Together, these models cater to diverse travel scenarios, including urban commuting, family road trips, outdoor camping adventures, and long-distance journeys.

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