



Life's Better in Color: Bestop® Offers New Color Collection for eTop™

Four bold new shades debut at the 2025 SEMA Show, redefining open-air style

Broomfield, Colo. – November 5, 2025 – Bestop®, the leading manufacturer of premium Jeep® and Bronco® soft tops and accessories, is bringing new energy to the open-air lifestyle with the debut of **four new stunning eTop™ color options: Merlot, Champagne, Admiral, and Smoke**. The colors are premiering at the 2025 SEMA (Specialty Equipment Market Association) Show in Las Vegas, November 4-7.

Each new shade enhances the eTop's signature blend of powered performance and head-turning style of each unique Wrangler and Bronco. Crafted from the same durable, high-quality fabrics expected of the industry's leading cut and sew experts, each eTop color is made-to-order for 2021 through current Bronco, and 2007 through current Jeep Wrangler owners. These colors celebrate the individuality and adventure at the heart of every off-road driver.

"Open-air off-roading has always been about expression, of self, style, adventure," said Cassie Jordy, Bestop's eTop Product Line Manager. "These new colors for the eTop™ fuse that spirit with the craftsmanship and innovation Bestop is known for, giving Wrangler and Bronco owners a refined way to stand out."

The Collection

- **Merlot** – A deep, luxurious red that captures sunset warmth and sophistication
- **Champagne** – A crisp, refined tan that blends elegance and adventure
- **Admiral** – A commanding navy inspired by open skies and endless coastlines
- **Smoke** – A sleek, modern gray that's as versatile as it is stylish

The base eTop (black) retails for \$4,995, the eTop color collection options retail for \$5,395 (before professional installation). Learn more about the eTop line at bestop.com/etop.

Consumers can find Certified eTop Installers in their area with the [Authorized Installer Locator](#).

Dealers, Shops, and Jobbers interested in joining the Certified eTop Installer Program can get more information by filling out [this form](#) to be contacted by a Bestop representative.

Open-Air Freedom, Elevated

The eTop™ delivers powered convertible freedom at the touch of a button - transforming from fully enclosed to open-air in seconds. Engineered with precision laser-cut steel framing, Bosch-powered motors, and triple-layer insulation, the eTop™ embodies Bestop's legacy of precision cut-and-sew craftsmanship and innovation, built for every season.

See the Colors First at SEMA

SEMA attendees can experience the new eTop™ color collection and other Bestop innovations in the **West Hall, Booth #52033**, with live demonstrations throughout the show. Pre-orders for the new eTop™ colors are open now at bestop.com.

About Bestop®

Bestop® is the leading manufacturer of premium Jeep® and Bronco® soft tops and accessories, proudly serving the off-road community for over 70 years. With a legacy built on craftsmanship, innovation, and adventure, Bestop empowers drivers to live their journey - wherever it takes them.

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