



Southwest Badge Hunter





Trip Description

Experience world class off-roading on this epic journey through some of the most picturesque landscapes in America. Our team is excited to present the Southwest Badge Hunter, a small-scale event (limited to 10 participant vehicles) taking you through Moab, UT, and the high mountain peaks of Colorado. You'll be guaranteed expert driving instruction and plenty of personal attention, all while collecting 5 Jeep Badges of Honor (3 in Moab, 2 in Colorado).

Our journey begins in the legendary red rock country of Moab, UT. Over the course of two unforgettable days, we'll explore its world-renowned trails and experience the dramatic beauty that has made Moab an off-road icon. From there, our adventure climbs high into the majestic San Juan Mountains, where rugged peaks, winding passes, and breathtaking vistas define the journey. For two nights, we'll unwind in the mountain luxury of Telluride, CO nestled among towering summits and alpine charm.

A specialty guide team from Jeep Jamboree USA will accompany the group throughout the expedition, offering expert instruction, trail leadership, and deep insight into the area's history and terrain. Each Badge of Honor trail we explore has been carefully selected for its distinctive challenge and unmatched scenery, creating a one-of-a-kind experience through two of America's most iconic off-road destinations.



Fred Williams – Trip Host

Fred Williams has over 20 years experience in the four-wheel drive and off-road automotive industry. As an automotive journalist he has held the role of Feature editor, Technical editor, Editor in Chief, and Editor at Large for Petersen's 4Wheel & Off-Road magazine. In those roles Fred specialized in writing and photography of new product reviews, new 4x4 vehicle testing, motorsports, project vehicle builds, and adventure drives.

Fred has been involved in all aspects of off-roading from rock crawling and trails to mud, snow, sand and overland type driving. Plus, he has built vehicles to enjoy all these different terrains and adventures. After a long tenure with print and digital media Fred also expanded into video with developing, writing, and hosting the successful Motor Trend program Dirt Every Day. With a 10-year run this show reached millions of fans as Fred and his cohost Dave built wild and exciting 4x4's each episode before heading out on a fun test drive adventure in the dirt. Some episodes include cheap truck challenge, a 4x4 motorhome build, overlanding on mini-bikes and driving his trusty Jeep Tube Sock 12 feet under water.

Fred can currently be found on social media and YouTube where he continues to bring fun vehicle builds and his spirit of adventure to fans around the world with shows like Dirt Daily, the Dirt Daily News, First Drives with Fred and In the Kitchen with Fred.



What's Included

- Experience world-class off-roading through two of America's most picturesque landscapes from the red rocks of Moab, UT, to the high mountain peaks of Colorado
- Limited to just (10) participant vehicles for a personalized, premium experience
- Earn (5) Jeep Badges of Honor with three in Moab and two in Colorado
- Enjoy two-nights lodging in Moab, UT and two-nights in Telluride, CO, These upscale accommodations are surrounded by western charm
- Travel alongside a Jeep Jamboree USA specialty guide team providing professional instruction, leadership, and in-depth trail knowledge
- Every trail offers its own blend of technical driving, natural beauty, and adventure delivering a truly one-of-a-kind off-road experience
- (3) Group Dinners





Sept. 20 – Moab / Hell’s Revenge

- **10:00 AM** – Meet & Orientation. Gather in the lobby of the Hoodoo Hotel in Moab, Utah, for a welcome orientation and trip overview. Meet your fellow participants and the Jeep Jamboree USA Trail Guide team.
- Be sure to pack your lunch and start the day with a full tank of fuel to ensure you’re ready for the trail ahead.
- Depart for an exciting half-day trail ride on Hell’s Revenge, earning your first Jeep Badge of Honor while experiencing Moab’s signature slickrock terrain.
- We’ll make periodic stops along the way for photo breaks and to enjoy the stunning views of the La Sal Mountain Range rising in the distance.
- Conclude the day’s adventure back at the Hoodoo Hotel. Join your fellow participants and trail guides for a group dinner, sharing stories, laughter, and highlights from your first day on the Southwest Badge Hunter.





Sept. 21 – Moab / Metal Masher

- Enjoy a relaxed morning on your own in Moab. Stroll through town and discover its charming local cafés, breakfast spots, and coffee shops before the day's adventure begins.
- **9:00 AM** - Morning Meet-Up. After breakfast, we'll regroup in the lobby of the Hoodoo Hotel for a quick briefing and trail preparation before heading out. Be sure to pack your lunch and start the day with a full tank of fuel.
- We'll set out toward Metal Masher, a challenging Jeep Badge of Honor trail just north of Moab. This rugged route rewards drivers with commanding views, sheer cliffside drop-offs, and thrilling technical obstacles that test both driver and machine.
- Along the way, we'll pause for photos and lunch, taking in the panoramic vistas that make the Moab backcountry so unforgettable.
- After a full day on the trail, we'll return to the Hoodoo Hotel for another group dinner - a relaxed evening to share stories, celebrate achievements, and relive the day's most memorable moments.





Sept. 22 – La Sal Mountains / Telluride

- This morning, the group will bid farewell to Moab and set out to conquer our third Badge of Honor trail — Steel Bender before journeying onward to Telluride, Colorado, where sweeping red rock landscapes give way to alpine peaks in a breathtaking showcase of the Southwest's stunning contrast.
- As we travel toward Colorado, we'll pass through historic small towns and rural landscapes that capture the enduring spirit of the American West; quintessential Americana.
- By early evening, we'll arrive in Telluride, Colorado, a charming mountain town nestled deep within the majestic San Juan Mountains, rich with mining history and western character.
- Tonight, enjoy an evening on your own to explore Telluride's vibrant downtown, dine at local restaurants, and savor the flavors of Colorado mountain life.
- Rest up and prepare for tomorrow's adventure as we tackle two iconic Jeep Badge of Honor trails that showcase the rugged beauty and technical challenge of the San Juans. Check-in to The Peaks Resort & Spa for 2-nights.





Sept. 23 – Telluride / Ouray

- After breakfast, our group will depart the hotel in Mountain Village and make our way toward Ophir Pass—a breathtaking alpine route that connects Telluride with the legendary Million Dollar Highway.
- We'll travel along the famed Million Dollar Highway, one of America's most scenic drives. The road's name is said to come from the value of the gold and silver ore once embedded in its gravel, symbolizing the prosperity and daring spirit that built this region.
- Our group will enjoy an early lunch in the historic town of Ouray, known as the "Switzerland of America." Founded during the height of the silver boom, Ouray's charming Victorian architecture and hot springs tell the story of a town forged by miners, prospectors, and pioneers who braved the mountains in search of fortune and freedom.
- After lunch, we'll depart to conquer our final Badge of Honor trail, Imogene Pass. Rising to 13,114 feet, this spectacular route stands as one of the highest and most iconic off-road passes in Colorado.
- Descending from Imogene Pass, we'll return to Telluride for a farewell dinner, celebrating the adventure and camaraderie shared over the past several days. Telluride's colorful history and timeless beauty make it the perfect place to reflect on the journey, friendships, and unforgettable experiences that define the Jeep Jamboree spirit.





Accommodations





The Experience

