Hawaii Lifted Jeep Rentals Expands Premium Fleet to Meet Growing Demand for Big Island Adventure Tourism

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KAILUA-KONA, HI - March 10, 2026 -
Hawaii Lifted Jeep Rentals in Kailua-Kona has expanded its premium fleet of lifted, off-road-ready vehicles to accommodate the surge in adventure-focused tourism on the Big Island, as Hawaii experiences robust visitor growth with over 874,000 arrivals in January 2025 alone, marking a 10.4 percent increase from the previous year.

The family-owned rental company has enhanced its inventory with the latest 2024 models, including the Jeep Gladiator Rubicon, Wrangler Rubicon Extreme Recon, and the eight-passenger Jeep Wagoneer, responding to increased demand from visitors seeking authentic island exploration experiences beyond traditional tourist routes. The expansion comes as Hawaii tourism spending reached $2.26 billion in January, representing a 19 percent year-over-year increase.

"The modern traveler arriving on the Big Island wants more than just transportation?they're looking for vehicles that can safely access volcanic trails, remote black-sand beaches, and mountain summits that standard rentals simply cannot reach," said Ryan Costello, owner of Hawaii Lifted Jeep Rentals. "Our lifted vehicles with true four-wheel drive low capability and high-elevation approval provide that freedom while maintaining the highest safety standards."

The company's fleet expansion addresses a specific gap in the Hawaii rental market, particularly for visitors wanting to explore Mauna Kea's summit, which sits at nearly 14,000 feet elevation. Most major rental companies prohibit their vehicles from accessing the steep, unpaved road due to altitude and terrain challenges. The specialized lifted four-wheel-drive vehicles offered by Big Island Jeep rentals are fully permitted and equipped to handle the demanding ascent safely.

Beyond vehicle capabilities, the Kailua-Kona-based operation has streamlined the rental experience with complimentary private airport shuttle service that tracks flights in real time, meets customers at baggage claim, and facilitates vehicle pickup within five minutes of arrival. This personalized approach eliminates traditional rental counter delays and allows visitors to begin their island adventures immediately.

The expanded fleet includes hybrid models like the Wrangler 4XE, combining off-road capability with improved fuel efficiency for environmentally conscious travelers. Each vehicle features premium amenities including leather-trimmed seating, smart device integration, LED headlights, backup cameras, and keyless entry systems.

"We've seen tremendous growth in multi-generational family groups and adventure-seeking visitors who want to explore the Big Island's diverse terrain responsibly," added Costello. "Our vehicles provide the capability to traverse from coastal areas to volcanic landscapes to rainforest trails, all while maintaining comfort and safety for every passenger."

The timing of the fleet expansion aligns with broader Hawaii tourism trends showing strong recovery and growth across the islands, with Oahu experiencing a 15.3 percent increase in visitors and Maui seeing 16.7 percent growth year-over-year.

Hawaii Lifted Jeep Rentals operates as a locally owned business specializing in premium four-wheel-drive vehicle rentals designed specifically for Hawaii's unique terrain. The company maintains a fleet of brand-new, lifted vehicles equipped with specialized suspension systems and off-road capabilities, serving visitors seeking to explore beyond conventional tourist destinations on the Big Island.

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For more information about Hawaii Lifted Jeep Rentals, contact the company here:Hawaii Lifted Jeep RentalsRyan Costello(808) 657-4807travel@hawaiiliftedjeeprentals.comHawaii Lifted Jeep Rentals73-4241 Hulikoa DrKailua-Kona, HI 96740, United States

Hawaii Lifted Jeep Rentals

Learn about Hawaiiliftedjeeprentals.com and its family-run business offering lifted Jeep rentals on the Big Island of Hawaii. Explore in style and comfort.

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