

## **Camp Jeep® On The Road Hits the Cross-Country Trail in San Francisco**

- Bumpy, muddy, wet driving adventure to stop in San Francisco September 10-11, 2005
- Free driving event lets consumers get behind the wheel of Trail Rated® Jeep® vehicles
- Mountain biking, Quattro bungee jumping and wall climbing offer those with a sense of adventure plenty to do

September 5, 2005, San Francisco - Camp Jeep® On The Road takes the most popular elements of the brand's legendary Camp Jeep event on tour this summer, stopping in San Francisco on September 10-11, 2005, at the Alameda County Fairgrounds. Each tour stop will provide consumers with the opportunity to test drive Jeep® vehicles in a variety of off- and on-road conditions. Camp Jeep On The Road will also provide visitors with a chance to participate in thrilling activities that are synonymous with the Jeep lifestyle.

"When it comes to sharing the experience of legendary Jeep 4x4 capability with consumers, Jeep has done it through Camp Jeep, Jeep Jamborees, music, gaming, extreme sports and many other award-winning activities," said Jeff Bell, Vice president - Chrysler/Jeep. "Camp Jeep On The Road is a way for the Jeep brand to take some of the most exciting elements of these programs to consumers who haven't been able to join us in the past."

Each two-day weekend (Saturday and Sunday) event is free of charge for owners and non-owners alike. Hours for Camp Jeep On The Road are 9 a.m. - 7 p.m. on Saturday and 9 a.m. - 6 p.m. on Sunday. There is no cost to the event, but registration is recommended.

The unique Jeep courses let consumers experience the all-new 2005 Jeep Grand Cherokee, Liberty and Wrangler models off - and on-road. The Trail Rated off-road course allows guests to navigate through obstacles such as steep grades, rocky trails, switchbacks and log crossings, under the guidance of a trained driving instructor. The street course offers everyday driving tips, including safe acceleration and steering and braking techniques, on a variety of surfaces. Each driving program conveys safety and educational messages in a fun, interactive environment.

Camp Jeep On The Road will also feature the newest and oldest members of the Jeep family - the 2006 Commander, unveiled at the New York International Auto Show in March, and the historic Jeep Willys MB.

In addition to the test drive, Camp Jeep On The Road offers a variety of Jeep lifestyle activities, including mountain biking, Quattro bungee jumping and wall climbing. The "Camp Kids" area will give future Jeepers the opportunity to drive "Power Wheels" mini-Jeep vehicles. There will also be premium giveaways and special savings on new vehicles.

Jeep owners will receive special access to the Jeep Owners Playground, where they will have the chance to test their own vehicle on a series of challenging obstacles that will help demonstrate the capabilities of their own Jeep vehicles.

Drivers who wish to participate in the ride-and-drive activities must be at least 18 years old and hold a valid driver's license.

Jeep owners who visit the Camp Financial tent, sponsored by Chrysler Financial, will have an opportunity to learn about the new Jeep Auto Insurance and apply for a Jeep Rewards Visa® card. Registration for Camp Jeep 2005 has already begun and more information is available at [www.jeep.com/campjeep](http://www.jeep.com/campjeep).

For more details and registration information, visit [www.jeep.com/campjeep](http://www.jeep.com/campjeep) or call 1-877-CAMP-JEEP.

**About Jeep® Brand**

Freedom, authenticity, mastery and the capability to go anywhere are the hallmarks of the Jeep brand worldwide. It is a reputation earned during 65 years of SUV leadership. The launch last year of the award-winning Jeep Grand Cherokee, Jeep Liberty CRD (Clear Running Diesel) and Jeep Wrangler Unlimited represented new models and expansion of the Jeep brand. Later this year, Jeep continues to grow with the introduction of the Jeep Commander, an all-new three-row SUV. Jeep Trail Rated communicates the legendary Jeep capability that is designed into every Jeep 4x4. As the brand's lineup expands, Jeep vehicles will continue to be what they have always been - the most capable.

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