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Camp Jeep® Hits the Pocono Mountains August 12-14 and Expands to an Eight-city "Camp Jeep On The Road" Tour

- 11th annual Camp Jeep® includes Jeep Memphis Belle Tour, an air show featuring WWII aircraft
- Camp Jeep program goes "On The Road" with eight-city tour that's "on the move and every bit as muddy"
- Free Camp Jeep On The Road 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

May 15, 2005, Auburn Hills, Mich. -

Jeep® enthusiasts will have the opportunity to get muddier more times than ever as the brand hosts its 11th annual Camp Jeep® event and launches an all-new national driving tour, Camp Jeep On The Road.

Camp Jeep, the brand's legendary summertime owner's program, gets back to basics August 12-14 in the scenic Pocono Mountains of Pennsylvania. The fun-filled weekend event offers Jeep owners 4x4 trail rides, off-road driving courses, live concerts by national and emerging artists, plus the finals of the Jeep King of the Mountain Biking World Championships. New this year is the Jeep Memphis Belle Tour. This air show – Camp Jeep's first – will feature the legendary B-17 Flying Fortress on Friday, plus other vintage aircraft from WWII. Big band music and a parade of Jeep military vehicles are also planned for that day.

The cost for the entire weekend is $385 per Jeep vehicle, or $335 for owners who register by May 31.

Camp Jeep On The Road takes the best parts of the Camp Jeep experience directly to consumers with an eight-city tour. Themed "On the move and every bit as muddy," Camp Jeep On The Road offers visitors the opportunity to put the entire Jeep product line through its paces both on- and off-road, and includes a variety of activities synonymous with the Jeep lifestyle.

"Last year *Event Marketer* magazine called Camp Jeep 'the preeminent annual owner-loyalty program,'", said Jeff Bell, Vice President - Jeep, Chrysler Group. "Nothing has changed. In fact, this year's Camp Jeep will be even better.

"When it comes to sharing the experience of legendary Jeep 4x4 capability and lifestyle with consumers, we have done it through Camp Jeep, Jeep King of the Mountain, Jeep Music Trax, gaming, sports and many other award-winning activities, Camp Jeep On The Road takes the best of our summer program and brings them directly to consumers – those who already own a Jeep as well as those who dream of owning one."

Camp Jeep On The Road

Beginning Memorial Day weekend, Camp Jeep On The Road kicks off in Virginia Beach, Va., May 27-29. The tour continues to the following cities throughout the summer: Atlanta, June 11-12; Milwaukee, June 25-26; Buffalo, N.Y., July 9-10; Grand Rapids, Mich., July 23-24; Houston, August 27-28; San Diego, September 10-11; and Denver, September 24-25. Each two-day weekend (Saturday and Sunday) event is free of charge for owners and non-owners alike.

Camp Jeep On The Road offers a "Trail Rated™" off-road course that will allow guests to navigate through obstacles such as steep grades, rocky trails, switchbacks and log crossing in a Jeep Wrangler, Liberty or Grand Cherokee under the guidance of a trained driving instructor. The street course will offer everyday driving tips, including safe acceleration, as well as steering and braking techniques, on a variety of surfaces. Each driving program conveys safety and educational messages in a fun, interactive environment.

In addition to on-road and off-road test drives, Camp Jeep On The Road showcases a variety of Jeep lifestyle activities, including mountain biking, Quattro bungee jumping and wall climbing. The “Camp Kids” area gives future Jeepers the opportunity to drive “Power Wheels” miniature Jeep vehicles.

Jeep owners will receive special access to the Jeep Owners Playground, where they will have the chance to test their own vehicles on some of the most popular obstacles, including some of the Jeep “Trail Rated™” elements.

There will also be premium giveaways and special savings on new vehicles.

Camp Jeep Poconos is for Jeep Lovers

This year’s Camp Jeep is in the Pocono Mountains – the farthest east and farthest north the event has ever been held. The air show is a first for the event. The Jeep Memphis Belle Tour is Friday, August 12 at the Pocono Mountain Airport. In addition to a B-17, the air show will include a P-51 Mustang and a pair of P-47 Thunderbolts. The tour is named for the nickname of the B-17 Flying Fortress bomber that became a legend for surviving 25 missions during WWII.

Popular elements of past Camp Jeep events remain, including the Jeep 101 course, which is designed to teach off-highway driving, safety skills and demonstrate the Trail Rated capabilities of the full line of Jeep vehicles. Participants are paired with experienced trail guides as they navigate steep grades and tackle challenges, such as large rocks, log crossings, sand and other off-highway obstacles. Once they master Jeep vehicle capabilities, they have a chance to navigate various levels of 4x4 trails in their own Jeep vehicles.

In addition, Camp Jeep offers more than 150 activities for the entire family. The Kids Village features arts and crafts and a driving course with miniature Jeep vehicles. The Sports and Adventure Village features a variety of outdoor adventure sports, including mountain biking, climbing, hiking, fly-casting and even scuba diving. The Thrills & Spills Village features extreme athletes performing high-flying action sports stunts and gives Jeep owners the opportunity to take a lesson from one of the athletes. The World of Jeep Village features a Jeep museum and the Jeep Gear Store.

The die-hard Jeep owner can also visit the Engineering Village and participate in roundtable discussions with Jeep engineers to learn more about their vehicle’s design, capabilities and features.

Jeep King of Mountains

For the first time, the Jeep King of the Mountain series will be held in conjunction with two Jeep brand owner events: the Camp Jeep On The Road event in Grand Rapids, Mich., July 23-24, and Camp Jeep Poconos.

The Jeep King of the Mountain Series features some of the world’s top mountain bikers competing head-to-head to capture the King of the Mountain title and a share of the record prize purse, which tops $100,000, and the keys to a new 2006 Jeep Commander. Commander, which arrives in dealerships this fall, is the first Jeep vehicle with three rows of seats.

An elite field of international professional racers – six women and six men – have been pre-qualified to participate in the Jeep King of the Mountain Series. The balance of the 16-athlete field – two men and two women – will qualify for each event in the Series based on points earned in National Off-Road Bicycling Association (NORBA) events, allowing these wildcard entrants a chance to compete against the best of the best for a shot at the coveted title.

A national audience will be able to view the King of the Mountain Series on CBS Sports and through nationally syndicated television. The first two one-hour specials will be nationally syndicated during the June, July and August time period. The finals will air on CBS Sports in October 2005.

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