

## Camp Jeep® On The Road Hits the Cross-Country Trail

- Bumpy, muddy, wet driving adventure to stop in eight markets this summer
- Free driving event lets consumers get behind the wheel of Trail Rated® Jeep vehicles
- Mountain biking, Quattro bungee jumping and climbing wall offers those with a sense of adventure plenty to do

May 23, 2005, Virginia Beach, Va. -

Camp Jeep® On The Road takes the most popular elements of the brand's legendary Camp Jeep event on tour this summer, stopping in eight cities across the country. Each tour stop will provide consumers with the opportunity to test drive Jeep® vehicles in a variety of off-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."

The national tour begins in Virginia Beach, Va., on Memorial Day weekend (May 27 - 29) at the Remember the Music - Remember the Heroes Festival. The three-day weekend (Friday, Saturday and Sunday) event is free of charge for owners and non-owners alike.

The unique Jeep courses let consumers experience the all-new 2005 Jeep Grand Cherokee, Liberty and Wrangler models off-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. 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 Jeep 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 sand castle sculpting, 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.

Camp Jeep On The Road will visit the following locations:

Virginia Beach, Va.	May 27-29
Atlanta, Ga.	June 11-12
Milwaukee, Wis.	June 25-26
Buffalo, N.Y.	July 9-10
Grand Rapids, Mich.	July 23-24
Houston, Texas	August 27-28
San Diego, Calif.	September 10-11
Denver, Colo.	September 24-25

Hours for Camp Jeep On the Road are 9 a.m. – 7 p.m. on Friday and Saturday and 9 a.m. - 6 p.m. on Sunday. There is no cost to the event, but registration is recommended. 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.

Camp Jeep On The Road provides Jeep enthusiasts and curious visitors with a taste of what Camp Jeep 2005 will offer this summer. Taking place in the scenic Pocono Mountains of northeast Pennsylvania from August 12-14, Camp Jeep 2005 will give Jeep owners the opportunity to enjoy a fun-filled weekend of 4x4 trail rides, off-road driving courses, live concerts from emerging artists, the finals of the Jeep King of the Mountain Biking World Championships and even a chance to test drive a preproduction 2006 Jeep Commander. 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, call 1-800-789-JEEP or visit [www.jeep.com](http://www.jeep.com).

#### **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 (Clean 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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