

## **Camp Jeep® Celebrates 10 Years As Largest Owner Event**

- Registration now open for Camp Jeep 2004 in Charlottesville, Virginia, July 15-17

October 1, 2003, Auburn Hills, Mich. -

The award-winning Camp Jeep® celebrates its 10-year anniversary in Charlottesville, Va., Thursday, July 15 through Saturday, July 17, 2004. Owners can register today to take part in one of the nation's largest ownership gatherings by visiting the Web at [www.jeep.com](http://www.jeep.com) or calling 1-800-789-JEEP.

"The fact that Camp Jeep has reached its ten-year milestone is a testament to the power of the Jeep brand," said Jeff Bell, Vice President - Jeep. "Only Jeep provides this lifestyle experience that many have tried to imitate."

A special "10th Annual Registration" package is available for \$375 per Jeep vehicle (\$425 after December 31, 2003) and includes VIP parking, VIP concert seating, a commemorative 10th anniversary vehicle flag, 10 percent discount on purchases at the Jeep Gear store and more. The regular registration fee is \$275 per Jeep vehicle (\$335 after December 31, 2003), which includes participation in all Camp Jeep activities.

"Families come from all over the world to celebrate the Jeep spirit and what it stands for," said Lou Bitonti, Senior Manager – Brand Events. "All Camp Jeep participants will continue to enjoy the opportunity to talk in-person with Jeep engineers, receive one-on-one instruction on the off-road Jeep 101 course and enjoy loads of outdoor enthusiast activities."

Jeep owners can visit the Engineering Village and participate in round table discussions with Jeep engineers and other guests to learn more about what distinguishes a Jeep vehicle from any other four-wheel-drive vehicle around the world.

Another popular highlight of the event continues to be the Jeep 101 courses, designed to teach attendees basic off-highway driving and safety skills and to demonstrate the capabilities of the Jeep Liberty, Grand Cherokee and Wrangler.

Other activities include hiking, kayaking, scuba diving, a climbing wall, outdoor survival skills training, fly casting, children's activities, photography classes, outdoor grilling school and numerous arts and crafts projects for the entire family.

Nearly 10,000 participants are expected to attend Camp Jeep 2004. To date, approximately 63,000 people from 48 states have attended Camp Jeep.

From 1995 to 1998, Camp Jeep was held in Camp Hale, Colo. From 1999 to 2001, Camp Jeep was located at Oak Ridge Estate in Charlottesville, Va. In 2002, Camp Jeep was held at the White's Bar W Ranch near Branson, Mo. In 2003, Camp Jeep returned to Charlottesville, Va.

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