

Contact: Diane Morgan

Jodi Tinson

## **Camp Jeep Celebrates 10th Anniversary**

- A record 10,000 Jeep® enthusiasts to rendezvous in the Blue Ridge Mountains of Virginia
- More than 63,000 have experienced Camp Jeep since inaugural event in 1994

July 7, 2004, Auburn Hills, Mich. -

Camp Jeep, the annual summertime gathering of Jeep® enthusiasts, returns to the Oak Ridge Estate in the Blue Ridge Mountains of Nelson County, Virginia, from July 15-17. This summer marks the 10th anniversary of Camp Jeep.

With more than 10,000 anticipated participants – the most ever in the 10-year history of Camp Jeep - and 2,450 vehicles registered, the event offers individuals an opportunity to brush up on their off-road techniques and celebrate “Jeep Pride.”

“Camp Jeep has been so successful and attracted so many participants over the past 10 years because it allows families from all over to gather and celebrate the utility and versatility of their Jeep products,” said Jeff Bell, Vice President – Jeep.

One of the most popular highlights of the event is Jeep 101, a series of specially constructed courses designed to teach off-highway driving, safety skills and demonstrate the Trail Rated™ capabilities of the Jeep Wrangler, Liberty and Grand Cherokee. Participants are paired with experienced 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 capabilities, they have a chance to navigate various levels of 4x4 trails in their own Jeep vehicles.

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 and capabilities.

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 kayaking, climbing, hiking, fly-casting, scuba diving and paintball. The Thrills and Spills Village features extreme athletes performing stunts on skateboards, mountain boards and free-style BMX bikes, with opportunities to take a lesson from one of the athletes. The World of Jeep Village features a Jeep museum and the Jeep Gear Store.

Jeep Jubilee, the grand finale of Camp Jeep held on Saturday night, will feature live musical performances by Michelle Branch and Nickel Creek followed by a fireworks spectacular.

For the first time in 10 years, Camp Jeep will run a second summer session. Camp Jeep California is August 19-21 in the San Ynez Mountains near Santa Barbara, California.

Camp Jeep is one of several owner-loyalty programs created by the Jeep division of Chrysler Group. Jeep Jamborees, which began in the 1950s, are the original off-highway vacation. From the Maine Mountains to the famed Rubicon Trail, approximately 7,000 owners participate in the more than 30 Jamborees held each year. The excellent response to Camp Jeep led to the spin-off of Jeep 101. Jeep 101 driving courses are offered in cities across the nation to provide owners and prospective owners basic skills of safe, yet adventurous off-road driving.

Freedom, adventure, mastery, authenticity and the capability to go anywhere are the hallmarks of the Jeep brand worldwide. Jeep brand sales are up 12% year-over-year in 2004 in the U.S., with four new models being introduced this year.

Jeep Trail Rated™ communicates the legendary Jeep capability that is designed into every Jeep 4x4. As the brand's lineup expands, Jeep branded vehicles will continue to be what they have always been - the most capable.

For more information about Camp Jeep, visit the Jeep Web site at [http://www.jeep.com/jeep\\_life/events/camp\\_jeep](http://www.jeep.com/jeep_life/events/camp_jeep) or call 1-800-789-JEEP.

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