

## **Jeep® Brand Brings the Adventures of Off-Road Driving to the Heart of the Big Apple with Camp Jeep New York at the New York Auto**

- Camp Jeep New York creates ground-breaking, experiential auto show exhibit by transforming the entire North Pavilion of the Javits Center into an off-road driving course
- Visitors to the Jeep 101 display will put the Jeep Grand Cherokee, Liberty and Wrangler to the ultimate urban driving test with first-ever indoor off-road course

March 31, 2004, Auburn Hills, Mich. -

Jeep® brand is redefining the auto show experience for consumers this year at the 2004 New York Auto Show with the first indoor Jeep 101 driving course. The 45,000-square-foot exhibit will give auto show attendees a chance to experience the extreme on- and off-road capabilities of Jeep vehicles without leaving Manhattan.

The course is comprised of several obstacles that simulate the rigorous Trail Rated® testing that Jeep vehicles endure before earning a Trail Rated badge. What this means to consumers is a first-hand look at the capability standard of Jeep vehicles for Traction, Ground Clearance, Maneuverability Articulation and Water Forging.

The Jeep 101 course will be comprised of six different surfaces – dirt, gravel, rocks, water, wood and asphalt – and includes a 20-foot vertical climb through the ceiling of the Javits Center, a two-foot deep 15 x 20 ft. water test and a 12 x 15 ft. section of terrain simulating fallen logs measuring 18-inches in diameter.

“Jeep created this course because we know if a picture is worth one thousand words, then a physical experience is worth one thousand pictures.” said Jeff Bell, Vice President, Marketing Communications, Chrysler Group. “Jeep is taking the auto show experience to the same level as Camp Jeep and Jeep Jamborees. Our legendary capability is best lived first-hand.”

### **The Down and Dirty Details:**

Despite being indoors, the Jeep 101 course encompasses obstacles found outdoors. To make this trail come to life, dirt, rocks and other recyclable course materials will be transported from Staten Island each evening to maintain the exhibit.

- More than 4,000 yards of dirt will be used to construct the Trail Rated course which equates to over 200 truckloads. All the dirt used will be recycled and returned back to original source.
- More than five tons of rocks, boulders and gravel and 4,500-square-feet of burlap will be used for decorations.
- More than 15,000 feet of electrical cabling – the equivalent of more than three miles of cable--will be used for lights, power and displays.
- Course construction will take eight days.
- There will be 11 vehicles driving the course.
- It will take ten minutes to ride through the entire length of Jeep 101.

While waiting to experience the Jeep 101 course, Camp Jeep New York attendees will be entertained by all week long by live music as part of the kick-off for a new program called Jeep Music Trax. This program will feature live performances by established and emerging musicians at Jeep lifestyle and music events across the country.

In addition to the live music, SIRIUS Satellite Radio on-air personalities will be on hand providing entertainment from the SIRIUS booth. Chrysler Group offers SIRIUS as a MOPAR dealer-installed option on virtually all of its 2004 model year vehicles, including Jeep Liberty and Grand Cherokee.

Camp Jeep will also feature a “Jeep Kidz” safe area, where visitors can have digital photos taken of their children and receive complimentary Home Organizer software that includes the m.i.i.k (Managing Information on Lost Kids)

Digital ID kit.

SoBe Beverages will also be on hand at the show to celebrate its new partnership with the Jeep brand. A SoBe Jeep image vehicle will be on site and free beverages will be available for thirsty show attendees.

“Jeep continues to be the sport-utility sales leader in the Northeast region of the United States with more than 15 percent of the market,” said Mark Engelsdoffer, Director, Northeast Business Center. “The Jeep brand has a long history with the New York Auto Show and we are proud that the brand is conducting the world premieres of three new vehicles in New York.”

The Jeep 4x4 vehicles driven on the course - Grand Cherokee, Liberty and Wrangler - will wear the Jeep Trail Rated badge, indicating that every Jeep 4x4 has been designed to perform in a variety of challenging off-road conditions. Identified by five key consumer-oriented performance categories, Jeep Trail Rated includes Traction, Ground Clearance, Maneuverability, Articulation and Water Fording.

Jeep Trail Rated is an industry-leading methodology to objectively measure and predict off-road performance for all Jeep vehicles today and into the future. Through a combination of natural and controlled field tests, as well as computer simulated environments, Jeep Trail Rated provides a repeatable and consistent measurement of off-road performance for all Jeep vehicles. Only Jeep vehicles are Trail Rated.

Camp Jeep and Jeep 101 are examples of owner-loyalty programs created by the Jeep division of Chrysler Group. 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.

For more information about Camp Jeep and Jeep 101 visit the Jeep website [www.jeep.com](http://www.jeep.com) or call 1-800-789-JEEP.

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