

Camp Jeep® Brings Unique Customer Experience to Frankfurt Motor Show

- Jeep® brand brings outdoor fun for the whole family to the heart of the city
- Jeep is the only vehicle manufacturer to offer a complete on-site 4x4 experience at a major international motor show
- Jeep line-up put to the ultimate urban driving test
- 225 cubic meters of mulch, 100 tonnes of rock and a meter-deep water test provide for a true Jeep experience

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The Chrysler Group is redefining the auto show visitor's experience at the 2005 Frankfurt Motor Show by constructing a unique, man-made, urban 4x4 driving course that will provide event-goers with an authentic off-road driving experience while allowing the whole family to experience the unique Jeep lifestyle ... Camp Jeep®.

A 3,700-square-meter area of space outside Festhalle 2 at the Frankfurt Messe will be transformed with water, logs, gravel and rocks into a special off-road test course that will serve as a showcase to highlight the Jeep brand's expansion into new areas of the European 4x4 market. This space will be host of the Chrysler Group press conference that will be held on Sept. 12 and will be open to the public following press days.

Camp Jeep at the Frankfurt Motor Show will give motor show attendees a chance to experience the extreme on- and off-road capabilities of Jeep vehicles and to enjoy other Jeep-related activities, all included in the price of admission into the motor show and all without leaving the show area. Chrysler Group will be the only automotive manufacturer to offer not only a 4x4 driving event, but an experience for the whole family.

Comprising of six different surfaces - mulch, gravel, rocks, water, wood and asphalt - and including a six-meter vertical climb and a bespoke on-road test track, this urban off-road course is intended to simulate the rigorous off-road challenges that Jeep vehicles are put through before earning the right to wear the Jeep badge. The Jeep test vehicles will showcase the brand's extreme capabilities, including articulation, ground clearance, maneuverability and traction, during the Frankfurt exhibition.

Camp Jeep will also provide lots of additional attractions for all the family, including a special 'Kidz car track' where children can experience their own scaled down Jeep. Event goers will also be invited to use radio controlled Jeep models on a scaled-down version of the full-size Camp Jeep course, take part in rock climbing, visit Jeep merchandise stores and view static presentations of current and historic Jeep vehicles.

"Jeep is so much more than a range of highly capable vehicles. At Camp Jeep in Frankfurt, our stand visitors will be able to immerse themselves in every element of the Jeep brand experience. People want to do a lot more than just look at vehicles at a motor show nowadays, and at Camp Jeep in Frankfurt, we'll give them an experience to remember," said Thomas Hausch, Chrysler Group's Executive Director of International Sales and Marketing.

The course, which is closely modeled on those built earlier this year at the Chicago and New York Auto Shows in the USA, will also be used as a backdrop to the Chrysler Group press conferences, when the new Jeep Commander and two Jeep concept vehicles will be revealed to the world's automotive media.

In Chicago and New York, approximately 100,000 guests visited the course and tested the Jeep vehicles.

The 'Down and Dirty' Details

Despite being built inside the show ground, the Camp Jeep course encompasses obstacles found in the great outdoors. To make this trail come to life, dirt, rocks and other recyclable course materials will be imported each evening to maintain the course.

- More than 225 cubic meters of mulch will be used to construct the course, which equates to over three tractor-trailers. All the dirt used will be recycled and returned back to the original source.
- More than 100 tonnes in rocks, 50 tonnes in quarrystone, 50 tonnes in logs and 400 square meters of burlap will be used for decorations.
- Course construction will take eight days and nights.
- There will be 11 vehicles available for test drive.
- It will take 10 minutes to ride through the entire length of the Camp Jeep Frankfurt course.

Largest Single Brand 4x4 Customer Event in Europe Builds Customer Relationships

By building on its owners' enthusiasm, the Jeep brand continues at the forefront of relationship marketing by offering unequalled opportunities to explore the abilities of the vehicles through various driving events, such as the annual Euro Camp Jeep, the largest single-brand 4x4 customer event in Europe and the inspiration for Camp Jeep in Frankfurt.

In markets outside of North America, there are many in-country Camp Jeep style events that attract current and prospective customers to learn more about Jeep. There are also numerous country Jeep Clubs organized and run by owner-enthusiasts or by the Company. Some examples of the many initiatives around the world:

- Camp Jeep South Africa, the country's largest motoring weekend for customers
- Jeep Trek Turkey
- Jeep Trek Egypt
- Jeep Land in Belgium
- Jeep Experience in Japan
- Jeep Academy in Austria, France and Sweden
- Jeep Jamboree in Austria, Germany, the Netherlands and Poland

In Jeep's largest market, the United States, there are three owner-loyalty programs created by the Jeep division of Chrysler Group. Jeep Jamboree, which began in the 1950s, is the original off-highway vacation, bringing fun and adventure to owners and their families at all levels of 4x4 driving experience. Jamborees are offered 36 times a year, in different locations across the country. In addition, there are now Jeep Jamborees in Canada and Mexico.

The success of Jeep Jamboree spawned Camp Jeep, an annual outdoor lifestyle vacation experience launched 10 years ago for U.S. customers. Camp Jeep, upon which Euro Camp Jeep was first based, is held one weekend each year and offers a variety of 4x4 and other activities to more than 6,000 participants. Last year, *Event Marketer* magazine called Camp Jeep "the preeminent annual owner-loyalty program."

The enthusiastic response to Camp Jeep led to the spin-off of Jeep 101, now called Camp Jeep On The Road. This is a two-day weekend event that invites both owners and prospective customers to experience and test drive all that Jeep has to offer. On the move and every bit as muddy, Camp Jeep On The Road will visit eight different U.S. cities in 2005.

About the 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 this year of the newest Jeep Grand Cherokee, in both petrol and diesel versions, represents the brand's adaptability for Europe. Next year, Jeep continues to grow in Europe with the introduction of the classically styled Jeep Commander, an all-new three-row SUV designed to seat seven passengers. As the brand's lineup expands, Jeep vehicles will continue to be what they have always been - the most capable.

Jeep sales outside of North America continue to contribute significantly to Chrysler Group's success in international markets. For the first half of 2005, sales of Jeep vehicles comprised almost 43 percent of total Chrysler Group sales outside North America.

Jeep vehicles are available in over 125 countries around the world, and more than 11 million vehicles carrying the famous Jeep badge have been sold since 1946.

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