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2023 Detroit Auto Show: Camp Jeep Indoor Track Experience Fast Facts

September 12, 2023, Auburn Hills, Mich. - Since the debut of Camp Jeep® in 2004, more than 3.13 million people have experienced the interactive off-road experience at more than 175 events in the U.S. The thrilling ride-along has been activated on five continents, in 15 countries and in 28 states. Camp Jeep will be back at the [Detroit Auto Show](#) this year with new elements and more fun. Professional drivers will navigate attendees through the interactive course. It is anticipated that more than 25,000 people will ride on the track during this year's show.

New for 2023, consumers will be able to explore the track and learn more about Jeep electrification, Jeep customization/personalization, social media opportunities, concept vehicles and more.

Jeep will feature a kid's course where kids can drive their own Jeep Power Wheels and adventure enthusiasts can conquer a 26-foot climbing wall, both new for 2023.

For 2023, Camp Jeep will offer:

- Ground clearance stair climber
- Off-camber bridge (NEW)
- Jeep crevasse (NEW)
- Extreme break-over
- 23-foot hill with 40-degree Jeep Mountain ascent / descent
- 30-degree banked wedge

Off-road test drives will be given in the following Jeep vehicles:

- Jeep Wrangler Rubicon
- Jeep Wrangler 4xe
- Jeep Wrangler 392
- Jeep Gladiator Rubicon
- Jeep Grand Cherokee 4xe Trailhawk
- Jeep Grand Cherokee L Overland
- Jeep Grand Cherokee L Summit Reserve

Course construction facts:

- 32,000-square-foot exhibit
- 250,000 lbs. of freight (16) truckloads
- 40 cubic yards of dirt
- 60 cubic yards of hardwood mulch
- 30 tons of boulders
- 50 pine trees ranging from 8-18 feet
- 50-by-14-foot LED wall
- Over 7,500 square feet of graphics

Camp Jeep is free and will be open to the public during the 2023 Detroit Auto Show, Saturday, Sept. 16 – Sunday, Sept. 24, 2023.

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