

More Than 1,200 Jeep® Owners Gather in Croatia for Sixth Annual Euro Camp Jeep

- Euro Camp Jeep® is the largest single-brand 4x4 customer event in Europe
- Jeep enthusiasts from 23 countries set to arrive in Croatia for sixth annual event
- All-new Jeep Wrangler and Jeep Wrangler Unlimited to be showcased
- Support for Croatian Woods' forest ranger training scheme provides lasting legacy to the region
- Jeep customer events continue to gain momentum around the globe

July 4, 2006, Istria, Croatia -

Hundreds of Jeep® enthusiasts from across Europe and beyond will gather this weekend at the picturesque coastal resort of Umag in Croatia for the sixth annual Euro Camp Jeep. This ultimate celebration of Jeep — the brand, the vehicles and the lifestyle — will be held July 5-8 at the Sol Polynesia Resort on the Istrian Peninsula.

Euro Camp Jeep is an exclusive annual event for Jeep aficionados, their families and friends, which allows them to explore a full range of activities and share their experiences with fellow Jeep fans in a friendly, family-oriented environment.

Activities range from demanding off-road driving trails to navigation and orienteering trials, to scenic regional drives and fun vehicle-related challenges. This special Jeep weekend is completed by many other family-focused events such as non-driving outdoor activities (including new events such as kayaking and horseback riding), a Jeep clothing and merchandise shop, daily video shows, themed dinner parties and live evening concerts.

Each year the event has attracted more and more Jeep customers. The 2006 program will see more than 1,200 Jeep customers from a record number of countries and almost 500 vehicles converging on one of Europe's most inspiring locations. In several European countries, demand for places at Euro Camp Jeep is greater than supply as each year the reputation of the event grows and its popularity is enhanced.

"The record number of 23 countries taking part in Euro Camp Jeep clearly demonstrates once again the passion that our customers have for the Jeep brand, which transcends all borders," said Thomas Hausch, Executive Director – International Sales and Marketing, Chrysler Group. "Euro Camp Jeep has grown over the past six years, and it's now an essential weekend for Jeep customers and enthusiasts in Europe. No competitor has anything that comes close to offering such a complete customer experience."

Two special Jeep attractions, the all-new Jeep Wrangler and first-ever four-door Jeep Wrangler Unlimited, which premiered at motor shows in the USA earlier this year, will make their first appearances in Europe at this year's gathering. A collection of historic and classic Jeep vehicles will be on display, together with several modern Jeep vehicles kitted-out in accessories from Mopar®, the fourth brand of the Chrysler Group and the exclusive original equipment supplier of parts and accessories for Chrysler, Dodge and Jeep vehicles.

Participants will take part this year from most countries in Western Europe and beyond, including guests from as far afield as Sweden, Hungary and Greece, and for the first time, Italy, Slovakia, Serbia/Montenegro and Estonia.

During the weekend, Jeep fans can learn 4x4 techniques from off-road driving experts, staying true to the "Tread Lightly!" philosophy of responsible off-road driving and protection of the environment. Customers can also learn about their vehicles and exchange ideas and opinions with Jeep engineers. A "Jeep Kids" activity area will offer age-appropriate adventures for the young members of the family.

“At Euro Camp Jeep, customers and enthusiasts are able to immerse themselves fully in the Jeep experience. They see first-hand the qualities of their SUVs and what they can do in everyday situations. They also test their vehicles’ more extreme capabilities, which may not be needed regularly, but make it clear what a true Jeep can really achieve when asked,” said Hausch. “Jeep is the only brand to bring this many customers together, from all over Europe, for one special weekend. Each year, Euro Camp Jeep grows in popularity, and as long as our customers keep demanding more, we’ll continue providing it.”

Jeep Brand Helps Croatian Woods

To coincide with the sixth annual Euro Camp Jeep event, the Chrysler Group’s Jeep division will commemorate the occasion by donating specialist equipment for the training of forest rangers employed by Croatian Woods, the public enterprise responsible for forest and woodland management in the Republic of Croatia.

As Euro Camp Jeep 2006 comes to a close, the specialized tree climbing equipment used for “tree walking” and aerial parcours activities during the four-day event will be left in place and donated to Croatian Woods. It will be used in the training of future forest and woodland rangers, who are employed to manage and protect the vast forests of Croatia.

About the Jeep Brand

Jeep celebrated its 65th anniversary this year by announcing it would increase its range to seven models, the most available to retail consumers at one time in the history of Jeep vehicles. By the end of 2007, the Jeep brand lineup will include Jeep Commander, Grand Cherokee, Cherokee and Wrangler, plus the all-new Compass, Patriot and the four-door Wrangler Unlimited.

“The Jeep brand is on a product offensive and will continue to grow with new offerings that leverage Jeep’s legendary 4x4 leadership,” added Hausch. “No other automotive manufacturer in the world has the range of sport-utility vehicles that Jeep has. This impressive portfolio of SUVs provides Jeep dealers with an unprecedented opportunity to grow the brand by offering a variety of products that will excite our current customers and attract new ones.”

Over the years, mastery, authenticity, freedom and adventure have become the hallmarks of the Jeep brand, which is one of the most recognized brands in the world.

In 1941, the Willys-Overland company delivered to the U.S. Army 1,500 light reconnaissance vehicles called the Willys Quad. Improved vehicles were called the MA and MB, but eventually, those vehicles came to be known as the Jeep. More than 368,000 were built for use during World War II.

Today, 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.

In calendar year 2005, sales of Jeep brand vehicles outside North America rose to 84,019 units, a 15 percent increase versus 2004. In 2005, all three models — Wrangler, Cherokee and Grand Cherokee — posted gains over the prior year.

Customer Relationship Programs Around the World

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. A prime example of this is Euro Camp Jeep, the largest single-brand 4x4 customer event in Europe.

In markets outside 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.

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 32 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 12 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 7,000 participants.

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