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## **The B-52's and Olympic Athlete Shaun White Added to Camp Jeep® 2007 Lineup**

- The B-52's to close annual owner event on Saturday, July 28
- Grammy-award winning country star and Jeep owner Tim McGraw will also perform on Thursday, July 26
- Tony Hawk and Shaun White to perform high-flying stunts

June 3, 2007, Auburn Hills, Mich. - The B-52's, known as the world's greatest party band, and Shaun White, the Olympic gold-medal winning snowboarder, will join a star-studded lineup at Camp Jeep® 2007, the annual "owners only" three-day mix of off-road driving and other family-friendly outdoor activities, to be held July 26-28 at the Oak Ridge Estate in Nelson County, Va., near Charlottesville.

In addition to the B-52's, who will close the annual event on Saturday, July 28 with crowd favorites that include "Love Shack" and "Roam" as well as a few songs from their forthcoming album, Jeep owners will get to see performances from the high-flying skateboarder Tony Hawk and snowboarder Shaun White. Grammy-award winning country star Tim McGraw will take a break from his "Jeep Presents Soul2Soul Tour 2007" to perform at Camp Jeep on Thursday, July 26.

"Camp Jeep is one of the premier owner-loyalty events in the country, and this year we have premier entertainment to match," said John Plecha, Director – Jeep Marketing and Global Communications, Chrysler Group. "With more Jeep vehicles in the lineup this year, plus a lower registration fee and phenomenal entertainment, Camp Jeep 2007 will be better than ever."

With an all-new layout and a few other surprises, Camp Jeep 2007 will include many of the activities that have made it so popular with owners in the past. There will be more 4x4 off-road trails, larger vehicle displays including historic vehicles and the all-new seven vehicle Jeep lineup, more activities for all ages, more food and musical entertainment, and more chances for owners to meet with Jeep engineers. It will also be the owners' first chance to see the all-new 2008 Jeep Liberty.

One of the "must see" demonstrations will be on the skateboard ramp. White will trade in his snowboard for a skateboard and will make a special appearance with Hawk on Saturday, July 28 to amaze spectators with their high-flying moves.

Registration for Camp Jeep, which is open only to Jeep vehicle owners, is \$295 per vehicle. Registration and additional information are available at [www.jeep.com/campjeep](http://www.jeep.com/campjeep).

This is the sixth time that Camp Jeep has been held at the Oak Ridge Estate. The first Camp Jeep was held in Camp Hale, Colo., in 1995. This will be the 14th Camp Jeep event.

### **About the Jeep Brand**

The Jeep brand has expanded to seven nameplates in the 2007 model year, the most available to retail consumers at one time in the brand's 66-year history. With the introduction of the all-new 2008 Jeep Liberty mid-size sport-utility vehicle (SUV), Jeep offers customers the freshest, most capable and widest range of sport-utility vehicles under one brand in the industry.

At the start of 2004, the brand's trio of tough, capable, rugged SUVs included the venerable Jeep Grand Cherokee, Jeep Liberty (Cherokee outside North America) and the icon of the brand, the Jeep Wrangler. In 2005, the Jeep

Commander was introduced. In 2006, the redesigned Jeep Wrangler was unveiled. Also debuting in calendar year 2006 were three more all-new Jeep vehicles: Jeep Patriot, Jeep Compass and the four-door Jeep Wrangler Unlimited.

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