Contact: Lisa Barrow

Dianna Gutierrez

Camp Jeep® Returns to 2010 New York International Auto Show

- Unique, popular outdoor driving course will demonstrate capability of Jeep® vehicles
- Consumers can experience the Jeep vehicle lineup April 2 - April 11 at the Jacob Javits Center

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The Jeep® brand is bringing Camp Jeep, a unique driving experience, to consumers attending the 2010 New York International Auto Show, April 2 - April 11 at the Jacob Javits Center.

Camp Jeep is the ultimate outdoor auto show off-road driving test. The 25,000-square foot exhibit will give auto show attendees a chance to experience the extreme on- and off-road capabilities of Jeep vehicles without leaving the Javits Center.

"We have created this unique auto show opportunity to provide our customers with a memorable experience that no other manufacturer can offer," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "The iconic Jeep brand offers an adventurous lifestyle and vehicles that deliver legendary 4x4 capability. Attendees will enjoy the Jeep experience first-hand on the show floor beginning this weekend."

The course will be comprised of several obstacles that simulate some of the rigorous testing that Jeep vehicles endure before customers get behind the wheel. This provides consumers a first-hand look at the capability standards of Jeep vehicles for Ground Clearance, Traction, Stability, Articulation and Suspension.

Product specialists will chauffeur participants in Jeep Wrangler, Wrangler Unlimited and Liberty models over a variety of surfaces, as well as an 18-foot mobile mountain and a 12 x 15-foot section of terrain simulating fallen logs measuring 18 inches in diameter. Attendees will also experience the adrenaline rush of looking nearly straight up or straight down as they navigate a 30-degree wedge to demonstrate the vehicle's body articulation. Each ride is about five minutes long.

The New York International Auto Show opens to the public on April 2. Hours for the show are Monday through Saturday, 11:00 a.m. - 10:30 p.m., and Sunday, 10:00 a.m. - 7:00 p.m.

The Jeep brand first introduced this innovative driving experience at the New York Auto Show in 2004. It has since appeared at numerous auto shows - including New York - throughout the country. Since its inception, more than a half million people have participated in a Camp Jeep test drive.

About the Jeep brand
Built on nearly 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full-line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes the Commander, Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all seven Jeep models are sold outside North America - and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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