

## **Back to the Big Apple ... Camp Jeep® New York Returns for an Encore Performance**

- Consumers will experience the Jeep lifestyle with a Trail Rated® test track, live bands, video games, e-shot Web photos
- Jeep Life Card program allows New York International Auto Show attendees to register for special VIP treatment and the chance to win a new Chrysler, Jeep or Dodge vehicle
- Jeep Kidz zone features Kidz Safe photo identification program and Kidz mini-Jeep driving course

March 15, 2005, New York -

Back by popular demand, Camp Jeep® New York and the Jeep Trail Rated® Test Track return to the Big Apple for an encore performance at the Jacob K. Javits Center during the New York International Auto Show (NYAS).

Bigger and better than ever, the 45,000-square-foot display boasts a new 20-foot hill climb, 37 New York-area bands, the Jeep Life Card consumer VIP program and a special Jeep Kidz area. The interactive Jeep® display will give consumers an opportunity to truly experience the world's most capable 4x4 vehicles and the lifestyle that goes with them. Chrysler Group is the only automotive manufacturer to offer on-site test drives at auto shows.

The Jeep Grand Cherokee, Jeep Wrangler and Jeep Liberty will be available on the Trail Rated test track, which will showcase the Jeep brand's off-road capabilities, including traction, articulation, ground clearance, maneuverability and water fording. Ten vehicles will operate on the test track at any given time and an additional 26 vehicles will be on display, including the Jeep Gladiator and Jeep Hurricane.

"People want to do more than just look at vehicles, they want an experience to remember," said George Murphy, Senior Vice President of Global Marketing for the Chrysler Group. "At the Jeep display, event goers will see the vehicles inside and out, feel their capabilities and get a taste of the lifestyle that goes with the brand."

### **Test Track Fun Facts**

- More than 3,000 yards of dirt will be used to construct the Trail Rated course, which equates to more than 130 truckloads. All of the dirt used will be recycled and returned back to the original source.
- More than four tons of rocks, boulders and gravel and 7,200 feet of graphic material will be used for theme and décor purposes.
- More than 16,000 feet of electrical cabling - the equivalent of more than three miles of cable - will be used for lights, power and displays.
  - Course construction will take eight days.
  - It will take nearly seven minutes to ride the circuit of the Jeep course (great roller coaster rides last about three minutes).

For those who wish to get a peek under the curtain before the show starts - along with special VIP treatment at the show and a chance to win a new Chrysler, Jeep or Dodge vehicle - the Life Card Program is available. By logging onto [www.jeep.com/lifecard](http://www.jeep.com/lifecard) and signing up for Life Card, NYAS attendees will receive access to a personalized page on Jeep.com and a special Life Card to use at the event. Cards can be picked up on site at the Jeep display.

Life Card holders can simply swipe their cards at the e-shot and "I Am Jeep" photo areas to have a picture taken with award-winning vehicles or in virtual Jeep Gear clothing. Photos can be downloaded or emailed from jeep.com immediately following the event. In addition, each swipe of the Life Card provides an entry into a vehicle sweepstakes, up to 14 entries can be earned. Additional entries can be earned by emailing the event photos to friends. The drawing for sweepstakes is Dec. 31, 2005.

Jeep Trax returns to NYAS and is bringing 37 New York-area bands to the stage. The emerging artists will perform in

30-minute sets daily from 2 p.m. to 7 p.m. EST. For a list of bands and performance times, visit [www.jeep.com](http://www.jeep.com). In addition to live acts, SIRIUS, the exclusive satellite radio provider to Chrysler, Jeep and Dodge, will have its world-class DJs entertain the auto show crowds.

Also featured is the Jeep Kidz zone, which includes "Kidz Safe" where visitors can have digital photos taken of their children and receive complimentary Home Organizer software, including the m.i.l.k. (Managing Information on Lost Kids) Digital ID kit, and the "Jeep Kidz Course" where kids ages 3 and up can test drive their very own mini Jeep vehicles.

Outside of the Jeep Display on 11th Avenue, the Jeep brand will accept donations for OPERATION GRATITUDESM, a 501(c)(3) non-profit, all-volunteer organization that sends care packages addressed to individually named U.S. troops deployed all over the world. Donations will be collected for the duration of the New York Auto Show. For a list of suggested donations or for more information about Operation Gratitude, visit [www.operationgratitude.com](http://www.operationgratitude.com).

At last year's Camp Jeep New York event, more than 36,000 individuals experienced test rides, and more than 300,000 visited the display and spent approximately 20 minutes there, which is nearly three times more than the seven-minute average typically spent at auto show displays.

Chrysler Group has found that 40 percent of those who attend an auto show change their mind as to what they wish to purchase because of their auto show experience. In addition, 60 percent of auto show attendees will be in the market for a new vehicle within six months, with eight percent purchasing a vehicle within four weeks, 22 percent purchasing a vehicle within six months and 40 percent purchasing a vehicle within one year.

The indoor test tracks grew from recent success with the Chrysler and Jeep brand driving programs over the last few years. These two-day events are held in dozens of cities around the country and immerse consumers in brand specific lifestyle activities, and offer guests the chance to drive Chrysler and Jeep brand products. For more information on Chrysler Group products and events, visit [www.jeep.com](http://www.jeep.com), [www.chrysler.com](http://www.chrysler.com) and [www.dodge.com](http://www.dodge.com).

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