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## **New Jeep® Adventure Academy to Provide Essential Off-roading Instruction to Jeep 4x4 Owners and Enthusiasts**

- Jeep® Adventure Academy to provide hands-on, off-road driving instruction for any Jeep 4x4 owner, novice to advanced
- Seasoned instructors from Jeep Jamboree USA to lead in-depth instruction at three locations across the country, beginning in October

September 18, 2020, Auburn Hills, Mich. - The Jeep® brand will introduce its first-ever Jeep Adventure Academy to provide hands-on, off-road driving instruction to Jeep 4x4 owners. Beginning this October, the [Jeep Adventure Academy](#) will take place in select locations across the country and will be led by off-roading experts and prominent instructors from [Jeep Jamboree USA](#). Participants will learn off-roading basics and even more about their Jeep brand vehicle's legendary capability, while building confidence and connections within the Jeep brand community of adventure seekers.

"Off-roading is a rite of passage for Jeep 4x4 owners and the new Jeep Adventure Academy will provide key knowledge every off-roader can use for hitting the trails," said Jim Morrison, Head of Jeep Brand, FCA - North America. "The new Jeep Adventure Academy underscores the Jeep brand's commitment to delivering Jeep 4x4 vehicles that provide owners with a sense of capability, safety and security to handle any condition or adventure with confidence."

Jeep Adventure Academy classes will focus on several essential areas of off-roading instruction, including 4x4 system basics, driving techniques, trail etiquette, vehicle preparation and equipment, how to properly read terrain and challenging obstacles, safety tips and more.

The Jeep Adventure Academy will take place during the first three weeks in October at the following locations:

- [Holly Oaks Off-road Vehicle Park](#), Holly, Michigan: October 2-4
- [Southern Missouri Off-Road Ranch](#), Seymour, Missouri: October 9-11
- [Hollister Hills State Vehicular Recreation Area](#), Hollister, California: October 16-18

Registration is available at [jeepadventureacademy.com](http://jeepadventureacademy.com). A one-day session starts at \$99 and requires Jeep 4x4 vehicle ownership. The academy sessions will be led by professional staff from Jeep Jamboree USA, an organization that has been conducting off-road adventures since 1953.

### **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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