

## Jeep® Rocks the Way on a Road to San Diego

- Off-road driving course demonstrate legendary 4x4 capability of Jeep® vehicles
- Consumers can experience the all-new 2011 Jeep Grand Cherokee and the iconic Jeep Wrangler

December 26, 2010, San Diego -

The Jeep® brand is bringing the "Jeep Rocks & Road Tour," an off-road driving experience, to consumers attending the 2011 San Diego International Auto Show, Dec. 30 - Jan. 2 at the San Diego Convention Center in San Diego, Calif.

The "Jeep Rocks & Road Tour" provides the ultimate off-road driving course for attendees at air shows, auto shows, fairs and festivals all over the country. The program is free those attending the San Diego Auto Show. The "Jeep Rocks & Road Tour" features obstacle courses that demonstrate Jeep Trail Rated® capabilities.

"We have created the 'Jeep Rocks & Road Tour' to provide our current and potential customers with an adventurous experience that is exclusive to the Jeep brand," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "We are partnering with various venues across the country to reach out to our loyal Jeep consumers, while branching out to those with new interest in the one-of-a-kind Jeep brand. This tour provides an ideal venue to experience the countless features and legendary capability offered in the all-new 2011 Jeep Grand Cherokee and the iconic Jeep Wrangler."

The "Jeep Rocks & Road Tour" courses consist of several obstacles that simulate some of the rigorous testing that Jeep vehicles endure before customers get behind the wheel. Courses include elements that demonstrate the Trail Rated capabilities of Jeep vehicles for articulation, ground clearance, maneuverability and traction.

Jeep brand vehicles will be on hand for participants to ride along in as passengers. Trained instructors will drive participants over the variety of surfaces on the courses. Attendees will learn to navigate off-road challenges, such as steep grades, rocky trails and log crossings, under the guidance of trained instructors.

The "Jeep Rocks & Road Tour" features a number of interactive activities, including informative product displays. The family-friendly event offers children the opportunity to take part in the Jeep brand experience as well. Kids can drive Jeep-branded "Power Wheels" mini vehicles; climb a rock wall and more.

The tour travels cross-country and concludes in San Diego on Jan 2.

Jeep Rocks & Road Tour Location, Dates and Times:

2011 San Diego International Auto Show

San Diego Convention Center

111 W. Harbor Dr.

San Diego, Calif. 92101

Th. Dec. 30 10AM - 9PM

Fri. Dec. 31 10AM - 7PM

Sat. Jan. 1 10AM - 9PM

Sun. Jan. 2 10AM - 7PM

The "Jeep Rocks & Road Tour" is one of several owner-loyalty programs created by the Jeep brand. Jeep Jamborees, which began in the 1950s, are the original off-highway vacation. The success of Jeep Jamborees spawned Camp Jeep, an annual outdoor lifestyle vacation experience launched more than 15 years ago. The enthusiastic response to Camp Jeep and Jeep 101 led to the spin-off "Jeep Rocks & Road Tour."

#### **About Jeep**

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 2011 Jeep vehicle lineup includes Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models are sold outside North America and all are available in right-hand drive 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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