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## **Jeep® Experience - Colorado 2012**

Through the month of July, Jeep® Experience - Colorado 2012 allowed journalists from nearly twenty-five countries, including U.S., Canada and Mexico, to experience the trails of one of the most popular Jeep Jamborees programs in the U.S.

Jeep Jamborees are off-road adventure weekends that bring together the outdoors, down-to-earth people and their Jeep 4x4s. These treks have been a tradition since 1953, when 4x4 pioneer Mark A. Smith organized the first-ever Jeep Jamboree and voyaged across the Sierra Nevada Mountains by way of the old Rubicon Trail. In 1954, Willys Motors – then manufacturer of Jeep vehicles – became involved and Jeep Jamborees have been an off-road tradition ever since.

Today, approximately 30 Jeep Jamboree events are conducted across the U.S. The Jamboree held in Ouray, Colorado, has been a favorite for 25 years. Traversing through ghost towns and winding misty mountain roads, the trails offer some of America's most beautiful scenery including a drive on the Million Dollar Highway. This highway was named one of the "Top Twelve 12 Mountain Drives of a Lifetime" in the United States by National Geographic.

"Jeep customers and fans have long known that 'Go Anywhere, Do Anything' is a way of life – not just a campaign slogan," Mike Manley, President and CEO of Jeep Brand, said. "And now, through our Jeep Jamboree inspired event, we can share a taste of this lifestyle with others."

### **Jeep Brand**

Built on 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 consists of the Compass, Grand Cherokee, Liberty (Cherokee), Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six 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 Jeep brand vehicles in approximately 120 countries around the world.

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