

Contact: Diane Morgan

Jodi Tinson

Camp Jeep® California Celebrates Californiano Heritage

- Hispanic heritage explored through music, food, history and art
- Historic California missions will be showcased as part of the entertaining and education heritage area
- Replicas of Diego Rivera paintings will be displayed and raffled off on final day of Camp Jeep

August 4, 2004, Auburn Hills, Mich. -

Camp Jeep® California will celebrate California's Hispanic heritage with a special area devoted to the music, food, history and art unique to the culture. The annual summertime gathering of Jeep enthusiasts is making its inaugural visit to the West Coast this summer at the Santa Ynez Mountains in Santa Barbara County, Aug. 19-21.

"Camp Jeep is a wonderful opportunity for families from all over to gather and celebrate the utility and versatility of their Jeep® products," said Jeff Bell, Vice President - Jeep. "With the addition of the Californiano Heritage Area to the first-ever Camp Jeep California, families will also have a chance to celebrate and learn more about the Hispanic culture that is so much a part of California's history, its present and its future."

The Californiano Heritage Area, located inside Camp Jeep California's Expression Village, will offer families the opportunity to explore the history of California missions, which make up some of the state's richest landmarks and provide insight into California's Hispanic heritage. An informational video will showcase some of the oldest missions in California, including the "Queen of Missions" in Santa Barbara.

Large replicas of famous Diego Rivera paintings will be on display in the Heritage Area and given away in a raffle on the final day of Camp Jeep California. For a chance to win the paintings, visitors to the Heritage Area will be asked to complete a short questionnaire. In addition to the replica paintings, a large Californian mural will be on display at the entrance of Camp Jeep California to greet campers.

The Californiano Heritage Area will also feature a sampling of traditional Mexican sweets and Latin music, including a live Mariachi band, which will perform throughout Camp Jeep California on Friday, Aug. 20.

Camp Jeep is one of several owner-loyalty programs created by the Jeep division of Chrysler Group. Jeep Jamborees, which began in the 1950s, are the original off-highway vacation. From the Main Mountains to the famed Rubicon Trail, approximately 7,000 owners participate in the more than 30 Jamborees held each year. The excellent response to Camp Jeep led to the spin-off of Jeep 101®. Jeep 101 driving courses are offered in cities across the nation to provide owners and prospective owners basic skills of safe, yet adventurous, off-road driving.

Freedom, adventure, mastery, authenticity and the capability to go anywhere are the hallmarks of the Jeep brand worldwide. Jeep brand sales are up 9 percent year-over-year in 2004 in the U.S., with four new models being introduced this year.

Jeep Trail Rated™ communicates the legendary Jeep capability that is designed into every Jeep 4x4. As the brand's lineup expands, Jeep branded vehicles will continue to be what they have always been - the most capable. For more information about Camp Jeep, visit the Jeep Web site http://www.jeep.com/jeep_life/events/camp_jeep or call 1-800-789--JEEP.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>

