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## **Record Attendance Expected as Jeep® Owners Gather in Austria for Fourth Euro Camp Jeep**

- Fourth Euro Camp Jeep set to be the best ever
- Approximately 850 Jeep enthusiasts to take part from over 20 countries
- Jeep historic and concept vehicles to be showcased
- Support of the “Bear Mile” Project provides lasting legacy to the region

June 24, 2004, Carinthia, Austria -

Hundreds of Jeep® enthusiasts from across Europe and beyond will gather this weekend at the scenic resort area of Faaker See in Austria for the fourth Euro Camp Jeep, a celebration of Jeep – the brand, the vehicles and the lifestyle.

During the three-day event, around 850 Jeep customers and enthusiasts will drive 370 vehicles in one of Europe’s most stunning locations, on the edge of the southern Austrian Alps. Euro Camp Jeep is an exclusive annual event for Jeep aficionados, allowing them to explore a full range of 4x4 activities and share their experiences with fellow Jeep fans in a friendly, family-oriented environment.

Participants from more than 20 countries will take part this year, including for the first time guests from Egypt, Romania, Ukraine and the U.S.

“Euro Camp Jeep has grown over the past four years into an essential weekend for Jeep customers and enthusiasts in Europe,” said Joe Eberhardt, Executive Vice President of Global Sales, Marketing and Service, Chrysler Group. “The ever-increasing participation of people from so many countries is testimony to the passion our customers have for the Jeep brand, its values and the Jeep lifestyle. We expect this year’s Euro Camp Jeep in Carinthia, Austria, to set yet another attendance record.”

Euro Camp Jeep 2004 is centered on the historic Finkenstein Castle set beside the Faaker See Lake in Carinthia, close to the point where the corners of Austria, Italy and Slovenia meet.

A wide range of Jeep activities have been arranged for the participants, from challenging off-road driving instruction and trials, to other family-focused adventures such as quad-biking and regional site-seeing. Jeep fans will also have the chance to join in “roundtable” discussions where they can exchange ideas and opinions with Jeep engineers and experts.

A Jeep Kids activity area, Jeep clothing and merchandise shop, and live evening concerts round out the very full weekend. Sponsors for this year’s event include Goodyear and Harman International.

One driving highlight is the Jeep Raid tour where guests have been given special authorization to drive their vehicles through each of the “three corner” countries on a scenic driving route that includes on- and off-road sections. This will be the first time in the history of Euro Camp Jeep that participants will have traversed three countries on one driving route. Like all elements of the weekend event, this drive will demonstrate the true go-anywhere, do-anything capabilities of their vehicles – and themselves.

While participants will be using their own vehicles during most of the weekend, a collection of historic Jeep military vehicles will be available for driving under the guidance of specialist instructors who will lead guests along a pre-designated course. A collection of classic Jeep vehicles will also be on display.

Other special attractions include the Jeep Rescue Concept vehicle, which premiered at the North American International Auto Show in Detroit in January, and the special Jeep Wrangler Rubicon vehicle that was driven by

character Lara Croft in the recent "Tomb Raider II" film.

"At Euro Camp Jeep our customers and fellow enthusiasts are able to immerse themselves fully in the Jeep brand lifestyle, and we're delighted to share this unforgettable weekend in Austria with them," said Thomas Hausch, Executive Director of International Sales and Marketing, who once again will take part with his family. "Jeep is the only brand to bring this many customers together, from all over Europe, for one special weekend. Each year, Euro Camp Jeep grows in popularity, and as long as our customers keep demanding more, we'll continue providing it."

#### **The "Bear Mile" Project**

To commemorate Euro Camp Jeep 2004, the Jeep brand and DaimlerChrysler will make a contribution to an important environmental project in the region. To leave a legacy in the area, and in recognition of the "Tread Lightly!" program, which promotes responsible off-road driving and protection of the environment, the Company will make a donation for every Jeep that drives on the Euro Camp Jeep trails during the weekend. The proceeds will be used to purchase a piece of land – the so-called "Bear Mile" – adjacent to a new bridge designed to encourage the local European brown bear population to disperse from current concentrations in Slovenia back to their original habitat in the Alps of Austria.

"We are extremely pleased to bring Euro Camp Jeep to the Carinthia region of Austria, and true to the Jeep brand, we are equally keen to leave behind something that will protect and enhance the natural environment for many years to come," said Hausch.

#### **Substantial Growth of Jeep Outside North America**

Jeep sales outside of North America continue to contribute significantly to the Chrysler Group's success in international markets. Between January and the end of May this year, sales of Jeep vehicles increased by 10 percent compared with the same period in 2003. During May alone, international sales of all three Jeep models increased: Jeep Grand Cherokee sales were up by three percent; Jeep Cherokee up by 14 percent; and Wrangler up by 18 percent.

Diesel engines continue to have a significant impact for International markets, totaling sales of 32,252 units calendar year to date (through May) outside of North America. The popularity of diesels is even more evident in Western Europe, where year-to-date diesel vehicle sales comprised 67 percent of total sales. Year-to-date Jeep Grand Cherokee sales in Western Europe are 91 percent diesel models and Jeep Cherokee sales are 79 percent diesel models.

The Jeep brand name has become synonymous with off-road capability, and it is one of the best-known consumer brands across the world. Jeep vehicles are now available in more than 120 countries, and over 9 million vehicles carrying the famous Jeep badge have been sold.

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