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## **Tim McGraw to Perform at Camp Jeep® 2007 on July 26**

- McGraw, a Jeep owner himself, will perform at the brand's annual owner event on July 26 in Charlottesville, Va.
- Camp Jeep announcement builds on the brand's sponsorship of "Soul2Soul Tour 2007"

April 1, 2007, Auburn Hills, Mich. - On the heels of announcing its sponsorship of Tim McGraw and Faith Hill's "Soul2Soul Tour 2007," the Jeep® brand confirmed today that McGraw will play a special concert at Camp Jeep on July 26 at the Oak Ridge Estate in Nelson County, Va., near Charlottesville.

Camp Jeep 2007, the brand's annual "owner only" three-day mix of off-road driving and other family-friendly outdoor activities, will be held July 26-28.

"We always try to bring in phenomenal entertainment for our owners attending Camp Jeep," said John Plecha, Director – Jeep Brand Marketing and Global Communications. "Tim is one of the hottest stars in country music today with an even hotter new single and album. And the fact that he is a Jeep owner himself makes his involvement in Camp Jeep that much more special for everyone."

The Jeep partnership brings the couple's relationship with the brand full circle. In 1996, as McGraw and Hill tell the story, they borrowed a 1978 Jeep CJ to go for a ride while playing a concert in State College, Pa. It was on that drive that the couple decided to build a life together. Several years later, Hill tracked down that red Jeep and gave it to McGraw as a birthday present. The couple now affectionately refers to it as their "Date Jeep."

During McGraw's Camp Jeep performance, the Grammy-award winning country artist will play some of his number one hits, including "Live like You Were Dying," and "Real Good Man," and his recently released single "Last Dollar" from his new album "Let It Go."

McGraw and Hill's "Jeep presents Soul2Soul Tour 2007" will kick off on June 5 in Omaha, Neb., and will include 40 performances, including first-ever performances throughout Canada, over a nine week period. More information about tour stops and dates can be found at [www.soul2soul2007.com](http://www.soul2soul2007.com).

Registration and additional information for Camp Jeep, which is open only to Jeep vehicle owners, are available at [www.jeep.com/campjeep](http://www.jeep.com/campjeep). Early bird registration is \$245 per vehicle through May 15. After that, Camp Jeep registration is \$295 per vehicle.

The last time Camp Jeep was held in Charlottesville in 2004, nearly 10,000 Jeep vehicle owners and their families attended, making it the best-attended Camp Jeep ever. This is the sixth time that Camp Jeep has been held at the Oak Ridge Estate. The first Camp Jeep was held in Camp Hale, Colo., in 1995.

### **About Jeep Brand**

In 2007, the Jeep brand delivers on its promise to provide rugged, versatile, innovative four-wheel drive vehicles with seven vehicles, including the all-new Jeep Patriot, Compass, Liberty, Wrangler, Wrangler Unlimited, Grand Cherokee and Commander.

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