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Jeep® Rocks the Way on a Road to Rockford

- On- and off-road driving course demonstrates legendary 4x4 capability of Jeep® vehicles
- Consumers can experience the all-new 2011 Jeep Grand Cherokee, the iconic Jeep Wrangler and the entire Jeep brand vehicle lineup

July 27, 2010, Auburn Hills, Mich. -

The Jeep® brand is bringing the "Jeep Rocks & Road Tour," an on- and off-road driving experience, to consumers attending the 2010 Rockford AirFest, July 30-Aug. 1 at the Chicago Rockford International Airport in Rockford, Ill.

The "Jeep Rocks & Road Tour" provides the ultimate on- and off-road driving test for attendees at air shows and auto shows, fairs and festivals all over the country. The program is free to those who pre-register at www.jeep.com/rocksandroadtour and bring a copy of their pre-registration confirmation email. Typically generating an enthusiastic response, early registration is highly-encouraged for those interested in attending in order to ensure a quick and seamless entry. The "Jeep Rocks & Road Tour" is open to the public and features obstacle courses that demonstrate Jeep Trail Rated® capabilities. The entire Jeep brand lineup, including the all-new 2011 Jeep Grand Cherokee, will be on site to test-drive. Current Jeep owners are extended the opportunity to drive their own vehicle on a Jeep Owner's Playground.

"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, as well as the as in other vehicles in the Jeep brand family."

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 drive over a variety of surfaces. Attendees will learn to navigate off-road challenges, such as steep grades, rocky trails and log crossings, under the guidance of a trained instructor.

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. Jeep kids can drive "Power Wheels" mini-Jeep vehicles; climb a rock wall and more.

The tour travels cross-country and concludes in Fort Worth, Texas on Oct. 31.

Jeep Rocks & Road Tour Location, Dates and Times:

2010 Rockford AirFest
Chicago Rockford International Airport
Rockford, Illinois

Fri. July 30 12 p.m. - 6 p.m. (Jeep event only, AirFest practice day)
Sat. July 31 9 a.m. - 5 p.m.
Sun. Aug. 1 9 a.m. - 5 p.m.

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 the Jeep brand

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 Jeep vehicle lineup includes the Commander, Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all seven 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 vehicles in approximately 120 countries around the world.

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