



MEDIA RELEASE

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Camp Jeep Returns to the Philadelphia Auto Show

East Norriton, PA – January 1, 2025 – The Auto Dealers Association of Greater Philadelphia, owners and producers of the annual Philadelphia Auto Show, is proud to announce the return of Camp Jeep to this year’s Philadelphia Auto Show.

Camp Jeep is the ultimate off-road driving test. The 30,000-square foot exhibit will give auto show attendees a chance to experience the extreme off-road capabilities of Jeep vehicles without leaving the auto show floor. The course will include a thrilling "can't miss" hill climb where passengers experience traction capabilities while climbing the 18-foot high, 35-degree Jeep Mountain, the icon of the ride. Riders will be more than 22 feet off the ground when they sit on top of Jeep Mountain. Additional features include but are not limited to a Ground Clearance Stair Climb where Jeeps will climb 5 feet over a staircase as well as the Extreme Breakover element where Jeeps will navigate on a 25-degree uneven plane until one wheel loses contact with the surface, the vehicle will then continue to climb until it hits the apex giving guests a surge of excitement as the vehicle breaks over the plane.

Further and new this year, the track will include a 30-degree curved articulation wedge to demonstrate the vehicle’s body articulation. Attendees will experience the adrenaline rush of looking nearly straight up or straight down as they navigate the obstacle.

“The level of excitement, interaction and product education that Camp Jeep produces between consumers and the Jeep brand is undeniably strong, effective and like nothing else,” said Mike Gempp, director of the Philadelphia Auto Show. “It’s exactly what auto shows are all about. We are absolutely thrilled to welcome Camp Jeep back for another year.”

Since 2013, more than 260,000 Philadelphia Auto Show attendees have experienced Camp Jeep. In 2025, product specialists will provide rides in a Jeep Gladiator Rubicon & Mojave, Wrangler Rubicon 4xe & 392, Grand Cherokee Trailhawk 4xe, Grand Cherokee L, Cherokee Trailhawk and Compass Trailhawk.

For the latest details on Camp Jeep or other highlights of the Philadelphia Auto Show, please monitor phillyautoshow.com.

About the 2025 Philadelphia Auto Show: The 2025 Philadelphia Auto Show will park at the Pennsylvania Convention Center from January 11-20. The Black Tie Tailgate Preview benefiting the Department of Nursing at Children’s Hospital of Philadelphia will take place on Friday, January 10. For tickets and more details, visit phillyautoshow.com.

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