

Have fun
out there



JEEP JAMBOREE 2008

The 13th Annual Jeep Jamboree in Dubai underlines the ever-growing popularity of the event

Trading Enterprises, the sole distributor of the Jeep brand in Dubai and the Northern Emirates, held its 13th annual Jeep Jamboree on February 22nd - over the years, the event has become the most eagerly awaited event in the Jeep owner's off-road calendar.

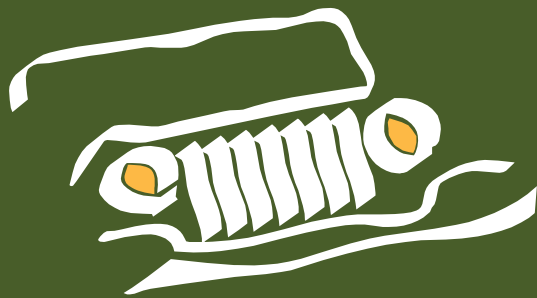
The 2008 event coincided with the launch of the all-new Jeep Cherokee, and the latest addition to the expanded Jeep range was unveiled (and put through its paces on a demanding man made obstacle course) as part of the Jamboree.

"Our theme for this year's Jamboree was have fun out there, and it was great to see so many Jeep owners joining in and doing exactly that," said Adrian Beaumont, Managing Director, Trading Enterprises. "Nearly 200 Jeeps, ranging from extensively modified Wranglers to standard models straight out of the showroom, gathered at Dubai Festival City for the start of a fun packed day. The Jamboree route covered more than 180kms, and included on-road, off-road and special stage sections to fully test the capabilities of both drivers and vehicles."

The first checkpoint was right on the edge of the desert, and after a skill test in the sand, there was a short road section, before stage two which involved more demanding dunes - from here, instead of following a fixed route from the start checkpoint to the end of the stage, it was up to individual drivers to select their own route, with the option of taking on the challenge of the large dunes, or playing it safe by taking a less challenging route.

After a lunch break, it was back to the driving for stage three, which involved a daunting virtual cliff of loose sand. Stage four saw the convoy taking the Hatta Road into a restricted military area, for driving over dunes, rock and gravel. The fifth and final stage ended at the Dubai Autodrome, where everyone taking part in the Jamboree had the chance to drive a lap of the world-class F1 track before enjoying a barbecue dinner.

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“The Jeep Jamboree gives Jeep owners the opportunity to combine having a great family fun day with testing the ‘go anywhere, do anything’ capability of their Jeeps in safe and controlled conditions,” added Beaumont.

The heroic heritage of Jeep and its sport-utility mastery stretches back over 65 years - every model in the range has had to earn the right to be called a Jeep by undertaking demanding testing in all types of terrain - Jeep Trail Rated is an industry-leading methodology established by the Nevada Automotive Test Centre (NATC) and Jeep Engineering to objectively measure and consistently predict off-road performance for all Jeep vehicles today and into the future.

It signifies that the vehicle has been designed to perform in a variety of challenging off-road conditions, identified by five key consumer-oriented performance categories: traction, ground clearance, maneuverability, articulation and water fording.

The Jeep brand line-up has been expanded from three models to seven - the most available to retail consumers at any time in Jeep’s long, legendary history. No other automotive manufacturer in the world has the breadth of range of sport-utility vehicles that Jeep now offers. The Jeep range in the Middle East includes - in addition to the all-new Cherokee - the Patriot, Compass, Wrangler, Wrangler Unlimited, Grand Cherokee and Commander.