



MEDIA RELEASE

CONTACT: Andrea Simpson
andrea@adagp.com
610.279.5229

Amanda Conte
amanda@redthreadpr.com
516.510.2411

Camp Jeep Returns to the Philadelphia Auto Show with New Features

--Kiddie Camp Jeep to also appear on this year's massive display floor--

East Norriton, PA – January 20, 2026 – The Auto Dealers Association of Greater Philadelphia, owners and producers of the annual Philadelphia Auto Show, are proud to welcome back Camp Jeep for another year of hill climbs, log crawls and so much more at its 2026 event.

"Camp Jeep is one of our most beloved features," said Mike Gempp, president of the Auto Dealers Association of Greater Philadelphia. "There is nothing like it. When you stand near the course and hear the laughs, excitement and interaction that's happening between our guests and the product, it's the perfect example of what auto shows are all about."

Featuring new assets like a breakover log crawl and a 25-degree wedge demonstrating articulation to its famed 18-foot mobile hill and stair climber, this year's Camp Jeep will showcase the brand's capabilities in a way that most area consumers can only experience at the Auto Show. Vehicles that will be featured include the Wrangler Unlimited, Grand Cherokee Trailhawk, Grand Cherokee L, Jeep Compass and Jeep Gladiator. Kiddie Camp Jeep will also be onsite offering young ones the opportunity to cruise around a special "course" in mini Jeep ride-on toys.

In addition to Camp Jeep, Stellantis will also host an outdoor Ride and Drive Experience where guests 18 and older with a valid license can take a test drive in their choice of the Alfa Romeo Giulia, Alfa Romeo Tonale PHEV, Chrysler Pacifica, Dodge Durango SRT, Fiat 500e, Jeep Gladiator, Jeep Grand Cherokee, Jeep Wrangler, Ram 1500 or Ram 2500.

For updates and more specifics, please visit phillyautoshow.com.

About the 2026 Philadelphia Auto Show: The 2026 Philadelphia Auto Show will park at the Pennsylvania Convention Center from January 31 to February 8. The Black Tie Tailgate Preview benefiting the Department of Nursing at Children's Hospital of Philadelphia will take place on Friday, January 30. For tickets and more details, visit phillyautoshow.com.

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