

MORETON ISLAND ADVENTURES

JEEP LAUNCH



MORETON ISLAND PROVED THE PERFECT LOCATION FOR THE LAUNCH OF ONE OF THE WORLD'S MOST FAMOUS OFF ROAD CAR BRANDS – JEEP

BRIEF

In June 2011, Moreton Island Adventures were approached by Jeep in their search for a potential location for the media launch of their new Jeep Grand Cherokee Diesel & Jeep Compass models.

As a company passionate about their vehicle's off-road capabilities, the well-known car makers searched Australia for the ideal location for their launch, and soon found it in South East Queensland's local island getaway – Moreton Island.

At such close proximity to Brisbane, but with every inch of adventure you could ask for in a 4WD destination, Moreton Island was the perfect spot to host a group of automotive and lifestyle media from across Australia, to experience Jeep's newly launched, state of the art vehicle.

EVENT

Moreton Island proved to be a great location for the Jeep launch, but more than anything, it was the assistance Moreton Island Adventures (MIA) were able to provide Jeep that made it the ideal choice.

In order to facilitate Jeep's plans for the media event, the team at Moreton Island Adventures assisted Jeep through every step of the organisation and running of the day, even changing their name to Jeep Island for the launch.

'The team at Moreton Island Adventures were instrumental to the success of the Jeep Grand Cherokee media event. From wide ranging logistical support, to providing expert local island knowledge and guidance, their assistance was integral. We were very impressed with the enthusiasm, dedication and professionalism of their entire team

Jeep Australia

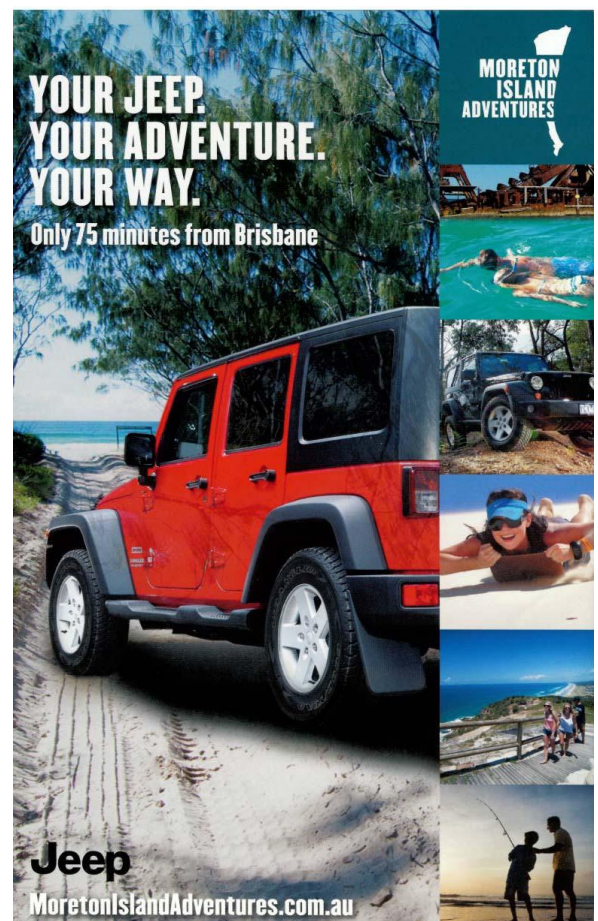
From coordinating the shipping of all the vehicles over on the MiCat ferry, to the specially designed sand track conceived to test the vehicles, MIA used their expertise in logistics to make the event run as smoothly as possible.

Over 30 journalists were flown in to Brisbane Airport from across Australia to board a fleet of helicopters to fly them the 20 minutes to the Western beaches of Moreton Island and into another world.

Awaiting them was a luxury Bedouin tent complete with fresh lattes, hot towels and morning tea, as well as quick personal introductions to Jeep's chief designer, Klaus Busse, flown all the way from the Jeep headquarters in Detroit, especially for the occasion.



JEEP CHEROKEE TACKLING THE MORETON SAND TRACK



*'One of Australia's hidden secrets,
Moreton Island with its sandy tracks,
beautiful open white beaches and incredible
wildlife, provided the perfect backdrop
for the Jeep Grand Cherokee media event.
We were honoured to have the island
named after us, if only for a day!'*

Jeep Australia

It was a day of adventure for those lucky media guests able to take part, with each one invited to test drive the new vehicles with local guides from Moreton Island Adventures, including CEO of the company Roz Shaw.

The new Jeep Grand Cherokees were lined up along Moreton Island's eastern beaches and ready to follow the specially tailored route designed by Moreton Island Adventures, encompassing beach driving, soft sand and creek crossings.

In total, Moreton Island Adventures assisted Jeep in coordinating three different catering sites along the course, to break up the journey including a coffee stop at Jeep Café at Eager's Creek then off to drive to the lunch location at North Point.

The final location at North Point was the culmination of the event, with another luxury Bedouin tent of massive proportions, complete with lounge area, tables elegantly set for lunch and a Jeep Grand Cherokee taking centre-stage. Island life is never far away though, with guests encouraged to lose their shoes and enjoy the pure sand under their feet, as well as the incredible views from their table.

After a gourmet lunch prepared by a local Brisbane Chef, including dishes designed to reflect the beautiful setting, guests were sent on a final drive back to the choppers and back to Brisbane airport.

All in all, Moreton Island Adventures were proud hosts of a once in a lifetime event.

DETAILS

This is just one example of what both Moreton Island and its caretaker Moreton Island Adventures can provide for world class events.

Moreton Island Adventures run the MiCat ferry transfer as well as providing accommodation, vehicle transfers, freight and experienced guides to make the most of one of Brisbane's most exquisite natural escapes.

For more information on Moreton Island or on how to host your own event at this wonderful location, please visit their website at:

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