

**'Jeep'**  
4-wheel drive  
**The 2-Car  
Cars.**

**1970**  
**Complete line booklet**





# 'Jeep' Wagoneer

**Part Dan Boone . . . Part Don Juan!** That's the 4-wheel drive 'Jeep' Wagoneer. As much at home in front of the country club as it is around a campfire. Wagoneer. A 2-car car.

Handsome. Sturdy. Roomy. Sleek styling from grille to tailgate . . . yet rugged, dependable. And the Wagoneer has the biggest loadspace opening and largest cargo area of any wagon in its wheelbase class.

Pull the 4-wheel drive lever . . . and you've got a whole new breed of car! Rough stuff? Rocks? Mud? Sand? No problem! 'Jeep' 4-wheel drive is standard equipment.

The 'Jeep' Wagoneer's a great family wagon, too. Four-wheel drive gives you twice the safety, twice the traction. Grips tighter in rain. Snow. Around sharp curves. Anywhere you choose to go. Your choice of Custom (illustrated) or Standard models.

Trailer towing? Wagoneer has muscle! All you'll ever need to blaze your own trail into that back country paradise. Towing big tandem wheel trailers is easy when you've got 'Jeep' 4-wheel drive.

Inside, Wagoneer offers chair height seats, "picture window" visibility, and a feeling of command like you've never had before. Want more? Add more! Options include 350 cubes of V-8 power. Four-speed or automatic transmission. Power steering, brakes, tailgate window. Air conditioning. The works!

Whether you're part Dan Boone . . . part Don Juan . . . or a little bit of both, you owe it to yourself to test drive the 1970 'Jeep' Wagoneer. See your dealer today! Find out why we call it our finest 2-car car.

For further information, ask your 'Jeep' dealer for a copy of the 'Jeep' Wagoneer brochure.



# 'Jeepster Commando' STATION WAGON



**Crowd pleaser . . . crowd hater!** The 4-wheel drive 'Jeepster Commando' Station Wagon. This is one wagon that draws crowds wherever it goes! And no wonder . . . with those jazzy lines. From bumper to bumper and hubcap to roof rack, it's fun-fashioned to put you in style wherever you go!

Inside this crowd pleaser, you'll find comfortable front bucket and rear bench seats. Options like center console. V-6 engine power. Automatic transmission. Deluxe carpeting. Sliding rear-quarter windows. Brand new power steering. You name it!

But don't let that crowd pleasing look fool you! Pull a single lever, and you're in famous 'Jeep' 4-wheel drive. Commando turns tough! Real tough!

Get away from it all . . . be a crowd hater anytime you choose. Just take off! Haul your boat or trailer back into the boondocks. Way back! Properly equipped, the 'Jeepster Commando' tows trailers up to 3,500 lbs. in weight. And there's no need to worry about getting stuck. You've got 'Jeep' 4-wheel drive as standard equipment.

Commando is a real performer in the work department, too! You can check that back forty. Or plow out a shopping center. Or winch ordinary "2-wheel drive" cars out of the mud or snow. It's more than just a car. It's a 2-car car! Resale value? Just ask your 'Jeep' dealer. 'Jeep' ruggedness never goes out of style.

Test drive the 1970 'Jeepster Commando' NOW! The crowd pleaser that hates crowds whenever you do.

Interested? Ask your 'Jeep' dealer for the 'Jeepster Commando' brochure.





# 'Jeepster Commando'

**Pay off . . . Day off!** So, a station wagon's not your bag? No problem! There are three other Commando models from which to choose. All work cars. All fun cars.

There's a tough "bread and butter" pick-up. A razzle-dazzle convertible. And the basic roadster model. And no matter which Commando model you select, you're two wheels up on the rest . . . 4-wheel drive is standard on all Commandos. That's why no job is too tough! Muck, sand, snow. The stuff that stops ordinary cars and trucks won't stop you!

Special equipment for special jobs? Of course! Your 'Jeep' dealer features one of the broadest "pay off" equipment lines in the industry . . . from A-frames, push plates, and snow plows to power take offs and winches. Just ask him!

Got a day off? Great! Hook up your boat. Have fun at the beach. Or load in your hunting gear. And get as far away as 4-wheel drive will take you! And that's a long way.

And you can "rough it" in style with bucket seats and options like our snappy 225 cubic inch V-6, automatic transmission, brand new power steering, deluxe interiors, air conditioning, and many more.

Make your next day off really pay off! Stop in and see the work car that's fun to drive. 'Jeepster Commando.' At your 'Jeep' dealer . . . home of the 2-Car Cars from KAISER Jeep CORPORATION.

Your 'Jeep' dealer has all the details. Ask him!





# 'Jeep' Universal



**Choring . . . Exploring!** The 'Jeep' Universal does both! And that's the beauty of this little "brute". One moment you're running errands. Going shopping. Or taking the kids to school.

But, climb behind that wheel with adventure in your blood, and the tiger really changes stripes! Suddenly you're the master of the whole outdoors. Climb a mountain? Hit the beach? Go ahead! You've got high ground clearance . . . short overhang . . . and 'Jeep' 4-wheel drive is standard equipment. Out there in that back country paradise the mighty 'Jeep' Universal is a man-sized set of wheels.

Get one as fancy as you like! Options like bench or bucket seats. Radio. Colorful snap-in floor carpeting. Widest selection of soft and hard tops. Your choice of nine beautiful colors.

Or as rugged! Powerful V-6 engine. Frames stronger than all the rest. Tougher suspension. Heavier gauge body panels. Tows up to 5000 lbs. trailer weight, anywhere.

Got off-road racing fever? Drive the champ! Easily leads the pack in endurance racing. Why? Universal's got stamina! Guts! And an unbeatable combination of 4-wheel drive for ground-gripping traction and a short 81" wheelbase for easy, quick maneuverability. And now, the widest tire selection ever including the new fiber-glass belted type.

Special jobs are no problem. With special equipment options available like mowers, trenchers, snow plows, push plates. Even winches and back hoes.

Choring. Exploring. Or a thousand jobs between. 'Jeep' Universal handles them all. The world's original 2-Car Car. The one that started it all. Test drive it today!

More details? Ask your dealer for a copy of the latest 'Jeep' Universal brochure.



FABRIC HALF TOP



FABRIC FULL TOP



METAL HALF TOP



METAL FULL TOP



# 'Jeep' Gladiator



**Nice guy . . . tough guy!** The 4-wheel drive 'Jeep' Gladiator truck is both!

Got a few errands to run? Special project for the kids? A brand new campsite to discover? Go ahead, Mr. Nice Guy. Zip all over town or countryside. The 'Jeep' Gladiator is one smooth riding pick-up. Handles easily, comfortably, economically. It's a cinch to drive, even for the lady of the house.

Want more? The 'Jeep' Gladiator has a list of options nearly as long as any passenger car. Powerful V-8 engine, smooth automatic transmission, tinted glass, power steering and brakes. Even bucket seats and air conditioning.

But that's only part of the story! Just pull that "tough guy" lever (you can do it at any speed) . . . and you're in famous 'Jeep' 4-wheel drive. Now, Gladiator's really ready for work. Rough and rugged work! And right now, too! Pile in that load. Plow through deep snow. Drive through construction site muck. Winch those fallen trees. You can be on top of any job with this 4-wheel drive workhorse.

Concrete blocks, farm supplies, auto parts, whatever your cargo, there's a 4-wheel drive 'Jeep' Gladiator that's right for you. Choose from 120-, 126-, 132-inch wheelbases; 5000, 6000, 7000, 8000 lb. GVW's . . . cab and chassis for special requirements, platform and stake models, and two types and sizes of pick-up boxes. Even a specially built camper model.

Get the 1970 'Jeep' Gladiator . . . the nice guy that turns tough at the shift of a single lever! It's one of the 'Jeep' 2-Car Cars. You've got to drive it to believe it!

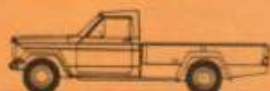
Want more info? Ask for the 'Jeep' Gladiator catalog!



CAB & CHASSIS



TOWNSIDE



THRIFTSIDE



PLATFORM MODEL



STAKE MODEL



CAMPER



**Take it . . . Or leave it!** Now . . . a new kind of family camper that fits any CJ-5 'Jeep' Universal with V-6 engine. Goes anywhere 'Jeep' 4-wheel drive can take you. Cruises smoothly on the road. Up in the boondocks, park it. And go exploring, hunting, fishing, or back to town for more supplies.

Sleeps 4 . . . kitchen, toilet, running water, the works! This new 'Jeep' Camper makes your Universal more "universal" than ever . . . truly one of the 'Jeep' 2-car cars.

For more information, ask your dealer for a copy of "The Great 'Jeep' Escape" recreation catalog. Better yet, take a test drive. You've got to drive it to believe it!



## For the Great Escape

Escape! Head for the hills! Trailering is fun with 'Jeep' 4-wheel drive. Easy, too! Say goodbye to crowded highways. Get away from it all!

Visit your local 'Jeep' dealer. Ask him for the latest recreational brochure containing handy trailering tips and complete towing recommendations.

Find out how you can "pull" the Great 'Jeep' Escape act!

Route 1 or route fun! New 'Jeep' Gladiator . . . first 4-wheel drive truck specially built for campers. With V-8 engine, 132" wheelbase, 8000 GVW's, full floating axles front and rear, it takes most any rig . . . even big cab-over jobs up to 2500 lbs.

Breeze down the highway in smooth comfort, with options like bucket seats, automatic transmission, air conditioning. Then shift a single lever into 4-wheel drive and the back country is yours! Break away! Trailblaze! Explore!

Route 1 or route fun. The trail begins at your 'Jeep' 4-wheel drive recreation center . . . your local 'Jeep' dealer.



# Optional Accessories & Equipment

This is a partial listing. For complete details of Accessory and Special Equipment Availability, see your 'Jeep' dealer.

|                             | 'JEEP'       |              |                  |                | 'JEEPSTER COMMANDO' |                |                |                |
|-----------------------------|--------------|--------------|------------------|----------------|---------------------|----------------|----------------|----------------|
|                             | WAGONEER     | GLADIATOR    | GLADIATOR CAMPER | UNIVERSAL      | STATION WAGON       | PICK-UP        | CON-VERTIBLE   | ROADSTER       |
| ENGINES                     | V-8 (6 STD.) | V-8 (6 STD.) | V-8 STD.         | V-6 (F-4 STD.) | V-6 (F-4 STD.)      | V-6 (F-4 STD.) | V-6 (F-4 STD.) | V-6 (F-4 STD.) |
| ✓ TURBO HYDRAMATIC*         | •            | •            | •                |                | V-6 ONLY            | V-6 ONLY       | V-6 ONLY       | V-6 ONLY       |
| 4-SPEED TRANSMISSION        | •            | •            | STD.             | F-4 ONLY       |                     |                |                |                |
| ✓ POWER STEERING            | •            | •            | •                |                | V-6 ONLY            | V-6 ONLY       | V-6 ONLY       | V-6 ONLY       |
| ✓ POWER BRAKES              | •            | •            | •                |                | •                   | •              | •              | •              |
| ✓ LOCKING REAR DIFFERENTIAL | •            | •            |                  | •              | •                   | •              | •              | •              |
| ✓ SELECTIVE DRIVE HUBS      | •            | •            | •                | •              | •                   | •              | •              | •              |
| ✓ RADIO                     | •            | •            | •                | •              | •                   | •              | •              | •              |
| ✓ AIR CONDITIONING          | •            | •            | •                |                | •                   | •              | •              | •              |
| ✓ E-Z EYE GLASS             | •            | •            | •                |                | •                   | •              | •              | •              |
| ✓ LUGGAGE RACK              | •            |              |                  |                | •                   |                |                |                |
| ✓ POWER TAILGATE WINDOW     | •            |              |                  |                |                     |                |                |                |
| 7 FRONT MOUNTED WINCH       | •            | •            | •                | •              | •                   | •              | •              | •              |
| 7 SNOW PLOW                 | •            | •            | •                | •              | •                   | •              | •              | •              |
| ✓ BUCKET SEATS              |              | •            | •                | STD            | STD                 | STD            | STD            | STD            |
| DRAW BAR                    |              |              |                  | •              | •                   | •              | •              | •              |
| TOWING HITCHES              | •            | •            | •                | •              | •                   | •              | •              | •              |
| HEAVY DUTY SUSPENSION       | •            | •            | STD              | •              | •                   | •              | •              | •              |
| ✓ HEAVY DUTY ELECTRICAL     | •            | •            | STD              | •              | •                   | •              | •              | •              |
| ELECTRIC CLOCK              | •            | •            | •                |                | •                   | •              | •              | •              |
| 7 PUSH PLATE                | •            | •            | •                | •              | •                   | •              | •              | •              |
| ✓ CIGAR LIGHTER             | •            | •            | •                | •              | •                   | •              | •              | •              |
| 7 DELUXE WHEEL COVERS       | •            |              |                  | •              | •                   | •              | •              | •              |
| ✓ OVERDRIVE                 |              |              |                  | •              |                     |                |                |                |

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**KAISER Jeep CORPORATION** • TOLEDO, OHIO 43601

WORLD'S LARGEST AND MOST EXPERIENCED  
MANUFACTURER OF 4-WHEEL DRIVE VEHICLES

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'Jeep' vehicles meet or exceed all Applicable Federal Motor Vehicle Safety Standards at time of manufacture.