



**Jeep'**

4-WHEEL DRIVE

**Gladiator**

**The 2-car car**



**Tough,  
sure footed.  
'Jeep' Gladiator  
...one of the  
2-car cars.**



Take a good hard look at the new 4-wheel drive 'Jeep' Gladiator. Sleek classic lines. Beautiful chrome grillework. Optional two-tone paint available. Great looking. Isn't it!

But don't let those good looks fool you. Underneath all that beauty is one tough truck! Rugged. Solid. Ready to go anywhere. To take on some of the roughest, toughest, pushing, pulling, winching assignments imaginable.

Pile in that load. Lumber, logs, hay bales, concrete blocks, oil drums, auto parts. Name it! With famous 'Jeep' 4-wheel drive you'll haul big, heavy payloads places you'd never even consider with ordinary pick-ups.

Rough terrain? No need to worry. Just pull a single lever and you're in famous 'Jeep' 4-wheel drive. It's standard equipment on every Gladiator model. And combined with Gladiator's ample ground clearance you can even travel through shallow streams.

Never mind the weather. When you're in 4-wheel drive you're ready for the real work. Cross muddy fields, marshy lowlands, slushy trails. Drive right through. No more lost time because of bad weather, thanks to 'Jeep' 4-wheel drive.

And Gladiator's great for all those "little" errands, too. Cruise down the freeway. Zip all over town. Let the lady of the house take the

wheel. Don't worry. The tough 'Jeep' Gladiator is smooth riding. Powerful. Handles like a passenger car. Except no passenger car offers the surefooted traction of 4-wheel drive on wet, slippery pavement, or off-road trails!

See the 4-wheel drive 'Jeep' Gladiator. It's part of the 'Jeep' 2-Car Car line-up. You've got to drive it to believe it.





**Pay off...Day off!  
'Jeep' Gladiator  
handles it best!  
It's one of the  
2-car cars.**



The new 4-wheel drive 'Jeep' Gladiator is by far, the most versatile truck ever built. Rugged. Tough. Goes anywhere and does any kind of job. Ideal for service station operators, nursery men, construction work. Whatever your business, the 'Jeep' Gladiator will help you do it easier and better.

Your 'Jeep' dealer has a complete line of 'Jeep' Special Equipment options specially designed to assist you in your business. Like a front mounted winch, all steel pushplate, snowplowing equipment, special dumper body. Even a complete wrecker package. And famous 'Jeep' 4-wheel drive is standard equipment on every Gladiator model.

And because of that 4-wheel drive you'll have more fun on your

day off, too! 'Jeep' 4-wheel drive will take you to where the action is. Carve your way through brush and sand to places others can't reach.

Options? Add all you like! Powerful 350 cubic inch V-8, 4-speed gear-box or smooth automatic transmission, tinted glass, power steering and brakes. Even bucket seats and air-conditioning.

The new 'Jeep' Gladiator has more built-in value than ordinary pick-ups. Check the easy-to-clean all vinyl seat. Or the beautiful optional custom interior. Instruments grouped to be seen at a glance. Great visibility through spacious windows throughout. And pleasing optional two-tone exterior finishes.

Your choice of sizes, weights, and body styles, too. The 'Jeep' Gladiator Townside is available in a 5000 GVW model with a 120" wheelbase and a 7 foot pick-up box. Or choose from 5000, 6000, 7000, and 8000 GVW's in the new 132" wheelbase with an 8 foot pick-up box. And there's a specially built 8000 GVW Camper model. An economical Gladiator Thriftside model is also available with a 5000 GVW rating on a 120" wheelbase with a 7 foot pick-up box.

Whatever your requirement, there's a 'Jeep' Gladiator truck model that's right for you. You've got to drive it to believe it!





# 'Jeep' Gladiator Off-road U.S.A.

## First 4-wheel drive truck specially built for Campers

Got that yearn to leave the pavement? Go ahead. Get away — *really* get away! Thanks to 'Jeep' 4-wheel drive.

This new Gladiator will carry any make or model Camper up to 2500 lbs. — and take it practically anywhere.

Bigger, longer with 132-inch wheelbase, 8000 lbs. GVW, full floating axles front and rear. And a 350 cu. in. V-8 engine with 4-speed transmission lets you carry a payload capacity of 3633 lbs. Add any of the Gladiator options to suit your own taste.

Get off the road. Traction at all four wheels makes it easy. Go through mud, sand or snow. Up and down steep hills. Even ford shallow streams. Famous 'Jeep' 4-wheel drive will get you through. Back on the highway, you've got twice the traction of ordinary camper trucks. Twice the safety on rain-slick roads.

Ordinary fun is for ordinary people with ordinary pick-ups. Get yourself a 'Jeep' Gladiator and get set for *real* camping adventure!

Basic dimensions to better help you select your camper unit.

(All dimensions in inches)

|                              |        |
|------------------------------|--------|
| Wheelbase                    | 132.00 |
| Overall Length w/pick-up box | 205.64 |
| Cab to Axle                  | 55.20  |
| Overhang, Rear               | 40.00  |
| Length (pick-up box)         | 95.00  |
| Width (pick-up box)          | 55.75  |
| Width between Wheel-housings | 50.00  |
| Tailgate Width               | 55.75  |
| Side Height                  | 20.20  |
| Approach Angle               | 45°    |
| Departure Angle              | 27°    |
| Ramp Breakover Angle         | 20°    |

# Extra value features



**Ground Clearance:**  
'Jeep' Gladiator trucks have ample ground clearance. Up to 9.55 inches of daylight show between rear-axle differential and where tire tread touches ground. Gladiators with 4-wheel drive get you up and down steep grades with more safety, and you can even travel through shallow streams with confidence.



**Step Height:**  
Although the Gladiator is a man-sized truck, the distance from cab floor to ground is less than the distance between the average man's knee and instep — just 22 inches. You don't climb in ... you step in. Some competitive 4-wheel drive trucks make you stretch as much as 29 inches. And, in the Gladiator, there is no door sill to step over.



**Interior:**  
Fashion and function combine to give you "living room" comfort and convenience inside the 'Jeep' Gladiator. Easily cleaned vinyl material covers wide, comfortable seats. Nine attractive body colors to choose from with harmonizing interior trim. Plush optional interiors available, too.



**Easy Engine Access:**  
Whether you go with the time-tested 'Jeep' Hi-Torque 6 or the spirited optional Dauntless V-8, you'll have an engine a service mechanic can get to ... without erecting scaffolding! It's a mere 39 inches from floor to hood opening ... and the hood opens from fender to fender, from grille to firewall.

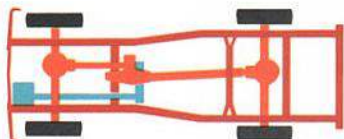


**Turbo Hydra-Matic® Transmission:**  
Couple 'Jeep' 4-wheel drive with automatic shifting. An unbeatable combination for superior performance on or off the road. Available with either the 'Jeep' Hi-Torque 6 or Dauntless V-8. Smooth shifting is provided at all speeds.

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**4-WD Shift Lever:**  
Easy to operate 4-wheel drive system. Simply move the lever into position at any speed and you're in road hugging 4-wheel drive. Dual range transfer case gives you the option of either high or low range 4-wheel drive. And it's standard equipment on every 'Jeep' Gladiator.



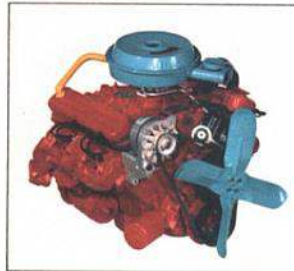
**Power Take-Off:**  
Extend the range and versatility of 'Jeep' Gladiator trucks with optional power take-off feature, which operates such diverse equipment as winches, wrecker equipment, rotary brooms, mowers, and more. It's another "plus" for the 4-wheel drive 'Jeep' Gladiator that increases truck value during ownership and at trade-in time.

# Basic variations



**Dauntless V-8 Engine:**  
Here's an option with power to spare ... 230 horsepower provides instant response ... with a gross torque of 350 ft. lbs. @ 2,400 R.P.M. Features 350 cu. in. displacement, hydraulic lifters for quieter engine operation, and heavy-duty main bearings. Efficient over-head valves promote free engine breathing. Complete with two-barrel downdraft carb, and it operates on regular gasoline.

**'Jeep' Hi-Torque 6 Engine:**  
This performance-rated 6-cylinder engine is the standard Gladiator powerplant ... 145 horsepower, short stroke design provides longer engine life. Develops 215 ft. lbs. torque @ 1,600 R.P.M. Single barrel carburetor, 232 cubic inch displacement. Features crankshaft with seven main bearings, full flow oil filter and full-pressure lubrication. Uses regular gas, of course.



**Townside**  
• Classically Styled pick-up box • High capacity load area up to 44 sq. ft. • Small wheelhousings increase cargo space • Tailgate opens full width of box • All-steel rib-reinforced cargo bed • Galvanized lower body sills and underbody structural members • Full range options

**Availability**  
• 4-wheel drive • 120" wheelbase • 132" wheelbase • 7 or 8 foot pick-up box • 5000, 6000, 7000, 8000 GVW's • 8000 GVW Camper model

**Thriftside**  
• Highly economical • All-steel rib-reinforced cargo bed • Tops of body sides flanged and rolled for extra strength • Wide opening tailgate • Full range options • Galvanized lower body sills and underbody structural members

**Availability**  
• 4-wheel drive • 120" wheelbase • 5000 GVW's

**Cab and Chassis**  
• For specialized requirement installation • Cab structurally independent of chassis • Galvanized lower body sills and underbody structural members • Full range options

**Availability**  
• 4-wheel drive • 120" wheelbase • 132" wheelbase • 5000, 6000, 7000, 8000 GVW's

'JEEP' GLADIATOR CARGO DIMENSIONS

| Reference                 | Townside |         | Thriftside | Reference                           | Townside |        | Thriftside |
|---------------------------|----------|---------|------------|-------------------------------------|----------|--------|------------|
|                           | J-2000   | J-4000  | J-2000     |                                     | J-2000   | J-4000 | J-2000     |
| Wheelbase                 | 120.00"  | 132"    | 120.00"    | Tailgate Width                      | 55.75"   | 55.75" | 48.60"     |
| Overhang, Rear            | 45.08"   | 40"     | 44.80"     | Tailgate Height (from top of floor) | 20.20"   | 20.20" | 13.75"     |
| Length Pick-up Box        | 84.34"   | 95"     | 84.34"     | Bed to Ground*                      | 27.44"   | 27.44" | 27.34"     |
| Length with Tailgate Down | 106.03"  | 118.03" | 99.41"     | Cargo Area (sq. ft.)                | 38.6     | 44.4   | 28.4       |
| Width at Floor            | 71.00"   | 71.00"  | 48.60"     | *Varies slightly with G.V.W.        |          |        |            |
| Width between Wheelhouses | 50"      | 50"     | 48.60"     |                                     |          |        |            |

# Options, accessories, and special equipment (partial listing)



Power Steering



Power Brakes



Selective Drive Hubs



Plush Bucket Seats



Push Button Radio



Air Conditioning

Dauntless V-8 Engine  
Alternator 40 amp. 55 amp. (35 amp. standard)  
Locking Differential (rear axle)  
Rear or Bed Mounted Winch  
Power Take-off  
Parking Brake Light Indicator  
E-Z Eye Glass  
4-Speed Transmission  
Chrome Front Bumper (Painted Bumper is standard)  
Air Conditioning  
Spare Wheel Lock  
Auxiliary Fuel Tank (Camper Model)

Dual Horns  
Heavy Duty Clutch  
Front Mounted Steel Push Plate  
Rotary Brooms  
Spreaders  
Utility Service Bodies  
Trailer Hitches  
Helper Springs  
Step Bumper  
Tonneau Cover (available with Townside only)  
Convertible Pick-Up Top (available with Townside only)

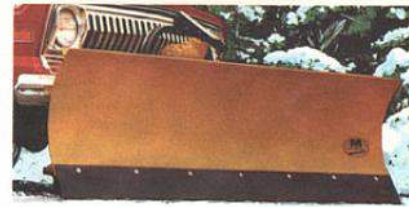
## CUSTOM CAB OPTION:

### Interior —

Deluxe Trim  
Color Keyed Instrument Panel  
Cigar Lighter  
Dual Padded Sun Visors  
Wood Grained Door Panels

### Exterior —

Stainless Steel Rear Cab Moulding  
Stainless Steel Windshield Moulding  
Stainless Steel Door Window Frame Mouldings  
Chrome Front Bumper  
Chrome Hub Caps (available on 5,000 GVW only)



Snow Plow



Wrecker Package



Push Plate



Dumper Body



Front-mounted Winch

## Your Choice of Nine Beautiful Body Colors:



Spring Green

Avocado Mist

Candlelight Yellow



Burnished Bronze

Island Blue

Vintage Gold



Sprucetip Green

Champagne White

President Red



## Custom Cab Interior Trim

Buckskin Trim, Charcoal, Marlin Blue



## Two Tone Combination Finish

Exciting two-tone paint combinations are now available on all 'Jeep' Gladiator truck models equipped with the Custom Cab option. Gladiator upper section is painted Champagne White, while the lower can be finished in any of the other 8 attractive colors illustrated in this brochure. President Red/Champagne White illustrated above.

# Specifications

(Specifications subject to change without notice)

|           | J-2000 SERIES | J-4000 SERIES  |
|-----------|---------------|----------------|
| G. V. W.  | 5,000         | 5,000 to 8,000 |
| WHEELBASE | 120 inch      | 132 inch       |

**AXLES** — Front - 3000 lb. capacity driving hypoid; Rear - 5000 lb. GVW: 3500 lb. capacity hypoid; 6000 lb. GVW: 5000 lb. capacity hypoid; 7000 lb. GVW: 5000 lb. capacity hypoid; 8000 lb. GVW: 5000 lb. capacity full floating hypoid.

**BRAKES** — Service: self-adjusting hydraulic. 5000 lb. GVW: 11 in. x 2 in. drum, front and rear — total lining area: 180 sq. in.; 6000 and 7000 lb. GVW: 12 in. x 2 in. drum, front and rear — total lining area: 195.6 sq. in.; 8000 lb. GVW: 12 1/8 in. x 2 in. drum, front and rear — total lining area: 209.6 sq. in.

**CLUTCH** — Mechanical linkage. Dauntless V-8: 11 in. dry plate with torsional damping — effective area: 123.7 sq. in.; 'Jeep' Hi-Torque: 10 1/2 in. dry plate with torsional damping — effective area: 106.8 sq. in.

**ELECTRICAL SYSTEM** — Alternator: 35 amp. capacity. Dauntless V-8: 60 amp. hr. battery; 'Jeep' Hi-Torque: 50 amp. hr. battery.

**ENGINE** — Optional Dauntless V-8: 350 cu in. displacement, 230 H.P. @ 4400 r.p.m., 350 ft. lbs. torque @ 2400 r.p.m., 9.0:1 compression ratio, overhead valves, recommended fuel: regular; (Standard) 'Jeep' Hi-Torque: 232 cu. in. displacement, 145 H.P. @ 4300 r.p.m., 215 ft. lbs. torque @ 1600 r.p.m., 8.5:1 compression ratio, overhead valves, recommended fuel: regular.

**FUEL TANK** — Approximate capacity: 18 gallons.

**SUSPENSION** — Front and rear semi-elliptical leaf springs in combination with hydraulic shock absorbers.

**TIRES** — 5000 lb. GVW: 8.55 x 15, 4-ply; 6000 lb. GVW: 7.00 x 16, 8-ply; 7000 lb. GVW: 7.50 x 16, 8-ply; 8000 lb. GVW: 7.50 x 16, 10-ply; other sizes optional. Standard equipment: 5000 lb. GVW: 5 tires; 6000 lb., 7000 lb., and 8000 lb. GVW: 4 tires.

**TRANSMISSION** — Standard equipment: 5000 lb., 6000 lb., and 7000 lb. GVW:

3-speed; Optional equipment: 4-speed transmission, automatic transmission (Turbo Hydra-Matic\*).

**WHEELS** — Standard equipment: 5 wheels, full drop center. 5000 lb. GVW: 15 x 6K; 6000 lb. GVW: 16 x 6L; 7000 lb. GVW: 16 x 6L; 8000 lb. GVW: 16 x 5.50F.

\* Trademark of General Motors Corporation

In order that product improvements may be made at any time, specifications are subject to change without notice. This brochure does not constitute an offer or commitment to sell. All 'Jeep' Gladiator models meet or exceed applicable Federal Motor Vehicle Safety Standards at time of manufacture.

