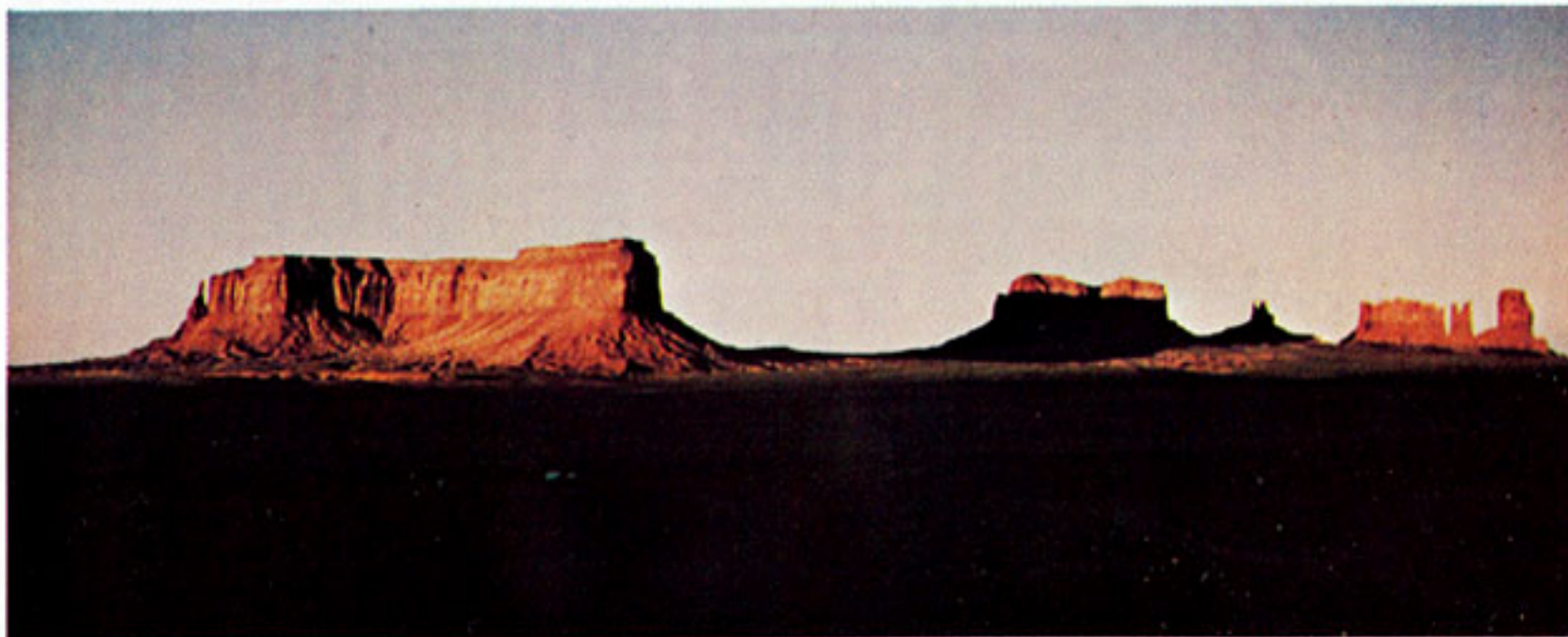




'78 Jeep®

We can take you to Jeep Country...





Jeep® Country. From the Cascade Ranges of Washington to the swampy lowlands of the Florida Everglades... from the California desert to the sea coast of Maine. Away from traffic jams and overcrowded campgrounds. Out where the road leaves off. That's Jeep Country. And whether it's off-road in the "wilds" or closer to home in more familiar terrain, you'll find the tough, dependable family of Jeep vehicles ready to take you wherever you want to go!

There's the unique, fun-to-drive Jeep CJ...the legendary off-road performer that gives you exceptional go-anywhere capabilities with over thirty-five years of built-in 4-wheel drive experience and stamina. Plus the reliability, ruggedness and easy handling that makes a CJ...a CJ. In either model you choose — the original, tough CJ-5 or the longer wheelbase CJ-7 that is available with an automatic transmission and Quadra-Trac® — you'll see why the spirited Jeep CJ is synonymous with 4-wheeling excitement and off-road fun.

Built with families — and fun — in mind, Jeep Cherokee offers multi-purpose versatility plus dependable, experienced Jeep determination and guts. Under all kinds of weather conditions, and in all types of terrain our 2-door and extra convenient 4-door Cherokee can take on the punishment in 4-wheel drive stride. And our 2-door wide wheel model is sure to arouse the adventuresome spirit in just about anyone. Whether you're running the kids around during the week or driving off-road in unfamiliar places on the weekend, Cherokee combines the comfort you want with the ruggedness you'd expect from a Jeep vehicle. Jeep Cherokee — a tough reputation and a 4-wheeling heritage

that's ready to take you wherever you want to go.

There's no wonder why Jeep Wagoneer is considered the ultimate in 4-wheel drive. With its built-in Jeep toughness and reliability, Wagoneer gives you more in a multi-purpose vehicle... all the comfort and luxury you could ask for, plus the added capability of built-in 4-wheel drive. It's equally at home on the highway as it is off-road on the backwoods trails. Plus you'll find many of Wagoneer's standard equipment items on the "other guy's" option list. Like automatic transmission with Quadra-Trac®, power steering and power disc brakes, to name a few. Wagoneer...the ultimate 4-wheel drive machine.

Jeep Pickups are ready, willing and able to take on your kind of on or off-road adventure. They're built tough from the ground up with unequalled Jeep ruggedness and pioneering 4-wheel drive experience. Tough, gutsy good looks. Dependability and performance to match. The Pickups that work hard and play hard — and keep coming back for more. And with three special sport packages you can be sure that this 4 x 4 is bound to create the excitement you're looking for. Everything you'd expect in a Jeep Pickup... and more!

That's the Jeep family. Rugged, dependable performers. The only full-line of off-road vehicles that offer built-in 4-wheel drive as standard equipment. From sand dunes to snow drifts... from rutty trails to rocky roads. For work and for play. This is the breed of 4-wheel drive vehicles you wouldn't want to be without... wherever you go in Jeep Country!

Jeep® wrote the book on 4-wheel drive!

Jeep® CJ-5 & CJ-7

Here are the original 4-wheel drive performers that work and play super tough—and keep coming back for more! Backed by over thirty-five years of experienced Jeep ruggedness and reliability, it's easy to see why Jeep CJ has become the standard by which other sports/utility vehicles are measured. For sheer guts, pure driving fun and exceptional off-road performance... whatever your needs... CJ is in a class by itself!

CJ-5, with its 83.5-inch wheelbase, offers a super tight 34.1-foot turning diameter plus short front and rear overhangs for outstanding maneuverability. And CJ-7 offers effortless ease-of-handling with an optional automatic transmission and Quadra-Trac®, our exclusive full-time 4-wheel drive system. In addition to dependable 4-wheel drive, both CJs come standard with a tough 232 CID six cylinder engine, fully synchronized 3-speed transmission, solid-state electronic ignition, front disc brakes, and more!

You can customize a CJ to suit your personality as well as your driving needs. Choose from two sporty appearance/performance packages—the Renegade and the Golden Eagle—that include many extras like Levi's® seats, a "Soft Feel" sports steering wheel, roll bar, wheelip extensions, 9-15 Tracker A-T outlined letter tires, spoked steel wheels, exciting tape treatments, and more. Available options also include air conditioning, soft tops, removable hardtop with optional sunroof (CJ-7), tachometer and rally clock, and other performance, convenience and special purpose equipment and accessories.

Jeep CJ-5 & CJ-7. Two of the best ways we know to take you wherever you want to go in Jeep Country!





◀ CJ-7 Renegade ▲ CJ-7 Renegade & CJ-7 Golden Eagle ▼ CJ-5





▲ CJ-5 with Snow Plow ▼ CJ-5



▲ CJ-7 Renegade

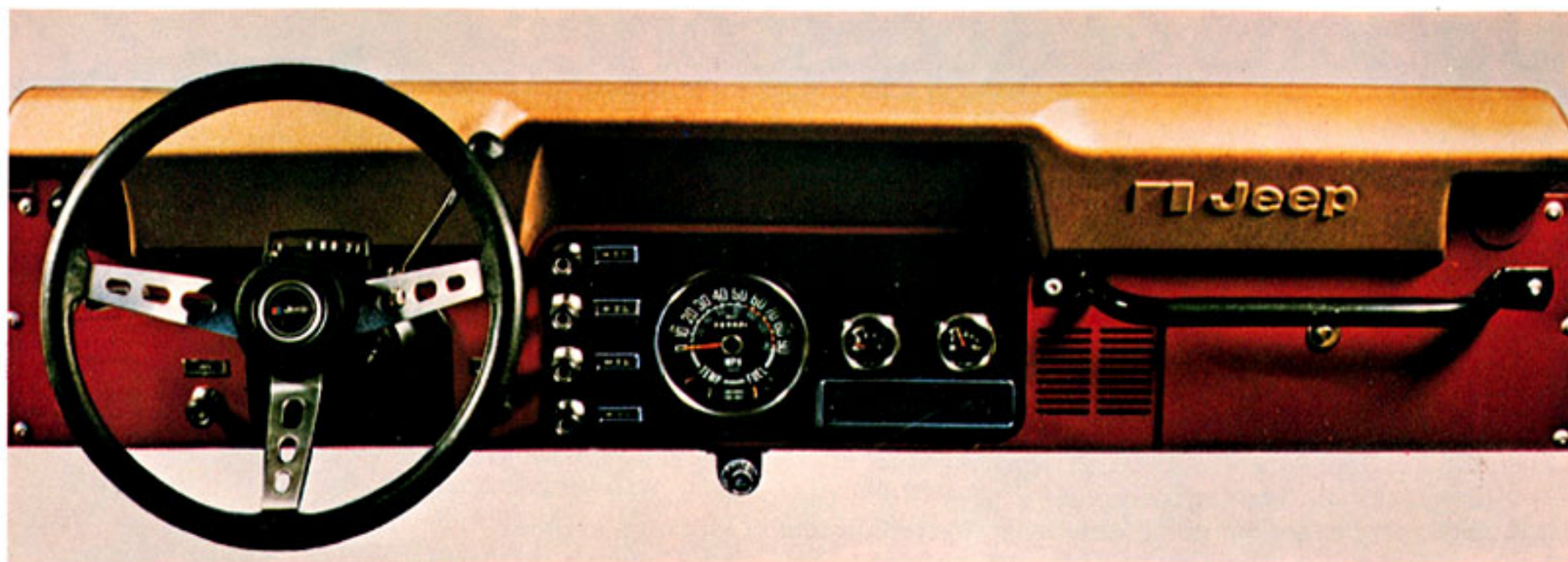
▼ CJ-5 Renegade



Standard Equipment

'78 Jeep CJ standard features include:

- 4-wheel drive (see CJ Specifications, pg. 9)
- A tough, dependable 232 CID 1-barrel six cyl. engine
- Fully synchronized 3-speed manual floor shift transmission
- Solid-state electronic ignition
- New ambient air intake system for lower engine temperatures and improved engine operation
- Manual front disc brakes and rear drum brakes
- 12-volt 37-Amp alternator
- 12-volt, 54 plate 50-Amp battery
- Full floating open-end front axle for tight turning diameter
- Rugged chassis components including full length box section side rails with six strong cross members, wide-spaced rear springs and shocks for excellent lateral stability and an integral engine/transmission skid plate for under vehicle protection
- Multi-leaf front and rear springs
- Energy-absorbing steering column with anti-theft steering lock ignition
- Oil, temperature, volt-meter and fuel gauges
- Redesigned heater and defroster for improved heat distribution
- Left and right hand outside mirrors
- 8" inside rear view mirror
- Passenger assist handle
- Folding windshield
- 2-speed electric windshield wipers and washers
- Padded sun visors
- Ashtray and cigar lighter
- Deep foam-cushioned front bucket seats in black or flax Wellington vinyl (passenger seat pivots forward for easy rear access)
- Five H78 Suburbanite XG tires (spare tire is side mounted)
- Movable tailgate
- 15-gallon fuel tank with skid plate
- Choice of 14 exterior colors in durable "Diamond Glo" baked enamel finish.



Instrument panel with optional padded dash, "Soft Feel" sports steering wheel



Folding Windshield



Passenger assist handle



Passenger-side mirror



Side-mounted spare



CJ bucket seats

Options & Accessories

Equip your '78 Jeep CJ the way you want it with these options and accessories...

Appearance: ☐ The CJ Renegade package includes blue or tan Levi's® front bucket and rear bench seats with color keyed interior; the Decor Group consisting of rocker panel moldings, instrument panel pad and overlay plus a black "Soft Feel" sports steering wheel; the Convenience Group which includes courtesy and engine compartment lights, an 8" day/night rearview mirror and body side steps; five 8" white painted spoked steel wheels with 9-15 Tracker A-T outlined letter tires; wheelip extensions; roll bar; rear swing away spare tire carrier (CJ-7); fixed back panel and spare mount (CJ-5); spare wheel lock; and special Renegade hood tape striping in gold or blue. ☐ The CJ Golden Eagle package includes tan Levi's® vinyl front bucket and rear bench seats with color keyed interior; full carpeting in brown; the Decor Group (substitutes black anodized rocker panel for chrome) and Convenience Group; tachometer and rally clock; five 8" spoked steel wheels painted gold with black accent stripes; 9-15 Tracker A-T outlined letter tires; wheelip extensions; roll bar; rear swing away spare tire carrier (CJ-7); fixed back panel and rear spare mount (CJ-5); spare wheel lock; tan Levi's® soft top; special Golden Eagle hood decal with name lettering in gold and black; and body side, front fender and grille striping. Other appearance options include: ☐ Deluxe wheel covers ☐ Front only, or front and rear carpeting ☐ "Soft Feel" sports steering wheel ☐ Decor Group (see Renegade package) ☐ Tan or blue Levi's® vinyl front bucket and rear bench seats; ☐ Tan or blue Levi's® soft top.

Convenience: ☐ The Convenience Group (see Renegade package) ☐ AM radio ☐ Power steering ☐ Power disc brakes ☐ Air conditioning ☐ Tilt steering wheel ☐ Tachometer and rally clock ☐ 2/3 - 1/3 vinyl bench seat ☐ Rear seat ☐ Instrument panel pad ☐ Center console ☐ Body side step ☐ Fixed tailgate with rear spare tire mount (CJ-5) ☐ Rear swing away spare tire carrier (CJ-7) ☐ New CJ-7 hardtop sunroof.

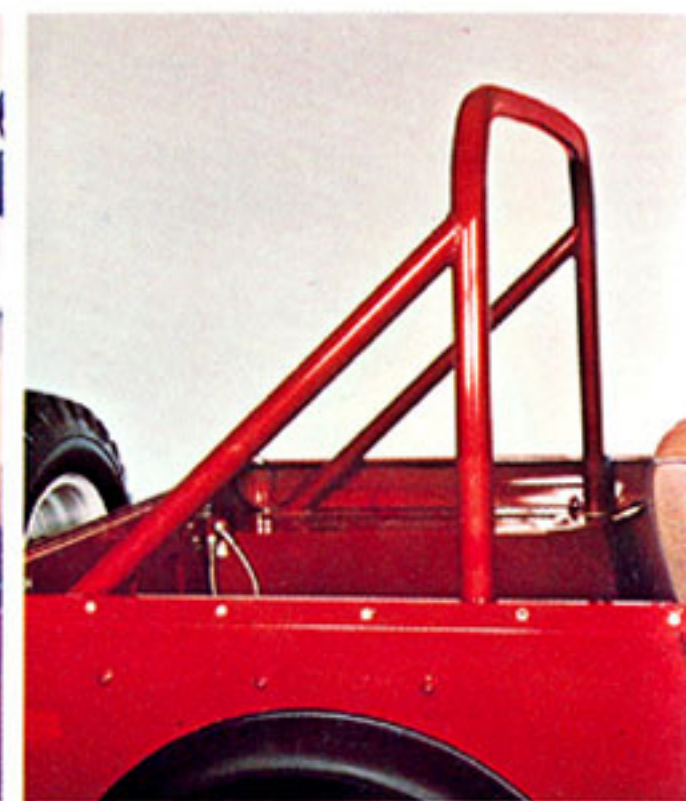
Performance: ☐ Optional engines include a 258 CID 1-barrel six cyl. and a 304 CID 2-barrel V-8. Other performance options include: ☐ 4-speed manual floor shift transmission ☐ Automatic transmission (CJ-7) with Quadra-Trac® (also available in Low Range) ☐ Free-wheeling front hubs (NA with Quadra-Trac®) ☐ Front stabilizer bar ☐ Heavy duty 70-Amp battery ☐ Heavy duty 63-Amp alternator ☐ Extra duty suspension package which includes heavy duty front and rear springs and shocks plus a frame tie bar and 4150 GVW ☐ Steering damper ☐ Cold Climate Group ☐ Extra cooling.

Protection: ☐ Injection molded white or black hardtop for CJ-7 ☐ White or black soft top (CJ-5 and CJ-7) ☐ Full metal cab (CJ-5) ☐ Spare wheel lock.

Special Purpose: ☐ A special dealer installed snow plow package is available for Jeep CJ models. ☐ Trailer towing requirements and recommendations are discussed on pages 28-29. See your Jeep Dealer for details on either of these special purpose options.



Levi's® seats, optional rear seat



Roll bar



Removable hard top (CJ-7 only)



CJ-5 & CJ-7 soft top



Spoked steel wheels, Tracker A-T tires



Fender extensions



Saddle bags

CJ Engine Availability

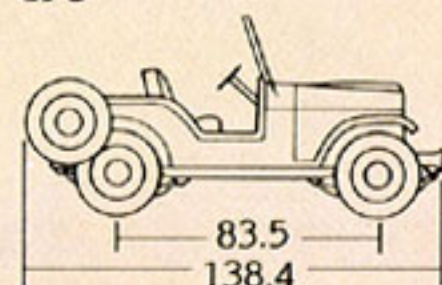
Engine	Carb. Type	Comp. Ratio	Bore & Stroke	Std./Opt.
232 CID Six	1-bbl.	8.0:1	3.75"/3.50"	Std.*
258 CID Six	1-bbl.	8.0:1	3.75"/3.90"	Opt.
304 CID V-8	2-bbl.	8.4:1	3.75"/3.44"	Opt.

All standard and optional engines for Jeep CJ utilize overhead valve configurations, lightweight compact engine block castings and a new ambient air intake system for improved engine operation, greater durability and longer life.

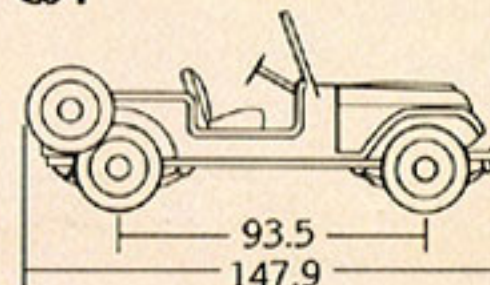
*NA in California where 258 CID 1-bbl. is standard.

CJ Dimensions (Inches unless otherwise noted)

CJ-5



CJ-7



Exterior

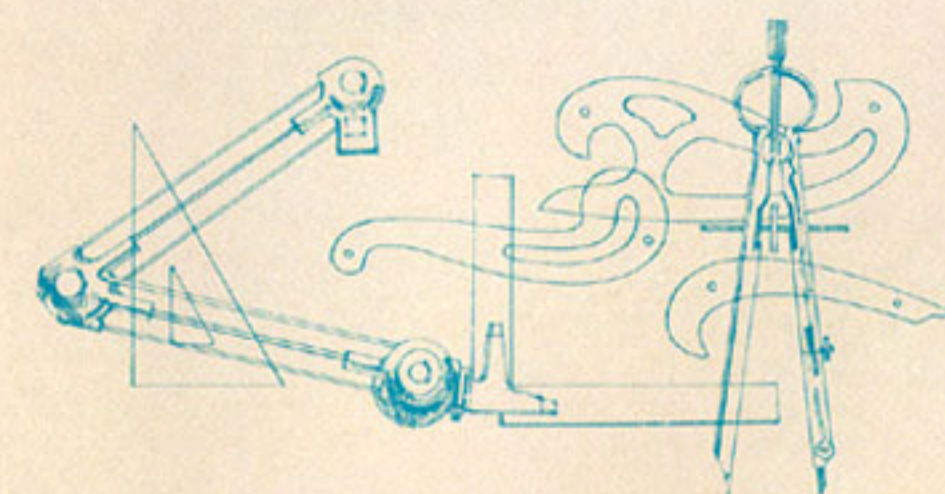
	CJ-5	CJ-7
Length	138.4	147.9
Wheelbase	83.5	93.5
Max. Body Width	59.9	59.9
Max. Overall Width	68.6	68.6
Height	67.6	67.6
Tread (Front/rear)	51.5/50.0	51.5/50.0
Overhang (Front/rear)	23.5/31.4	23.5/30.9
Min. Ground Clearance	6.9	6.9
Tailgate Opening Width	35.8	34.5
Curb to Curb Turning Diameter (feet)	34.1	38.0

Interior

	CJ-5	CJ-7
Head Room Soft top	39.8	40.6
Hard top (front/rear)	40.8/40.9	39.9/39.6
Leg Room Max. front	37.9	39.1
Min. rear	30.5	35.0
Hip Room Front	55.4	53.8
Rear	36.0	36.0
Shoulder Room Front	55.4	53.8
Rear	55.4	56.3
Cargo Volume (cu. ft.)	10.2	13.6

CJ Specifications

Axle, Front	Full floating open-end; GAW: 2200 lbs.
Rear	GAW: 2700 lbs.
Brakes	Manual or optional power disc; 11.7" x 1.2" disc
Clutch, Diameter	10-1/2" (11" with V-8)
Area	106 3/4 sq. in.
Fuel Tank	15 gallons capacity; skid plate standard
Windshield	768 sq. in. total glass area
Gross Vehicle Weight	3750 lbs. (Standard)
Springs, Front	4 leaf 170 lbs./in. rate standard
Rear	4 leaf 185 lbs./in. rate standard 5 leaf 180 lbs./in. rate standard (Hardtop)
Steering	Recirculating ball standard 24:1 ratio; Constant ratio power optional 17.5:1 ratio
Transfer Case	2-speed Dana 20 standard with 2:1 low range gear reduction; Quadra-Trac® full-time automatic 4-WD optional on CJ-7 only
Transmission	Fully synchronized 3-speed floor shift (manual) standard; 4-speed manual floor shift optional; column-mounted Turbo Hydra-Matic available on CJ-7
Tires	H78-15 Suburbanite XG 78 fiber-glass belted are standard; see page 30 for other tire options.
Wheels	15 x 6 5-bolt, 5.5" circle are standard; optional wheels include 16 x 4.5 5-bolt, 5.5" circle and 15 x 8 spoked steel 5-bolt on a 5.5" circle





Jeep® Cherokee

You name it, and the multi-purpose Jeep Cherokee takes over. For the demanding work day routine, family outings off the beaten track or just plain off-road adventure...the '78 Cherokee takes it all in stride. Cherokee is a lot of vehicle and a lot of value — with a rough and rugged 4-wheeling reputation that's second to none!

Standard equipment includes dependable 4-wheel drive, a hefty 258 CID six cylinder engine, fully synchronized 3-speed transmission, solid-state electronic ignition, power front disc brakes, and more!

Choose from three Cherokee models. The 2-door and extra convenient 4-door Cherokee are built for families and fun. And the wide wheel model adds 10-15 Tracker A-T outlined letter tires, spoked steel wheels, fender extensions and a 3.54 axle ratio that gives you the aggressive spirit of a CJ with the roominess of a Cherokee.

You can equip a Cherokee the way you want with a complete range of performance, comfort and convenience options and accessories. And two unique sporty appearance packages are available. Cherokee "S" features all vinyl Hi-Line trim for front bucket and rear seats and panels (or optional Levi's® cloth trim), carpeting, sports steering wheel, chrome plated spoked steel wheels (NA on wide wheel model), body side and tailgate striping and more. The Cherokee "Chief" (only available on the wide wheel model) includes the same interior items as the "S" package plus a unique two-tone paint treatment, Cherokee Chief lettering and striping tape, and more!

Jeep Cherokee. One of the most versatile — and comfortable — ways of traveling through Jeep Country!



◀ 4-Door Cherokee "S" ▲ Cherokee Chief ▼ 2-Door Cherokee "S"





▲ 4-Door Cherokee "S" ▼ 2-Door Cherokee "S"

▲ Wide-wheel Cherokee "S"

▼ Cherokee Chief

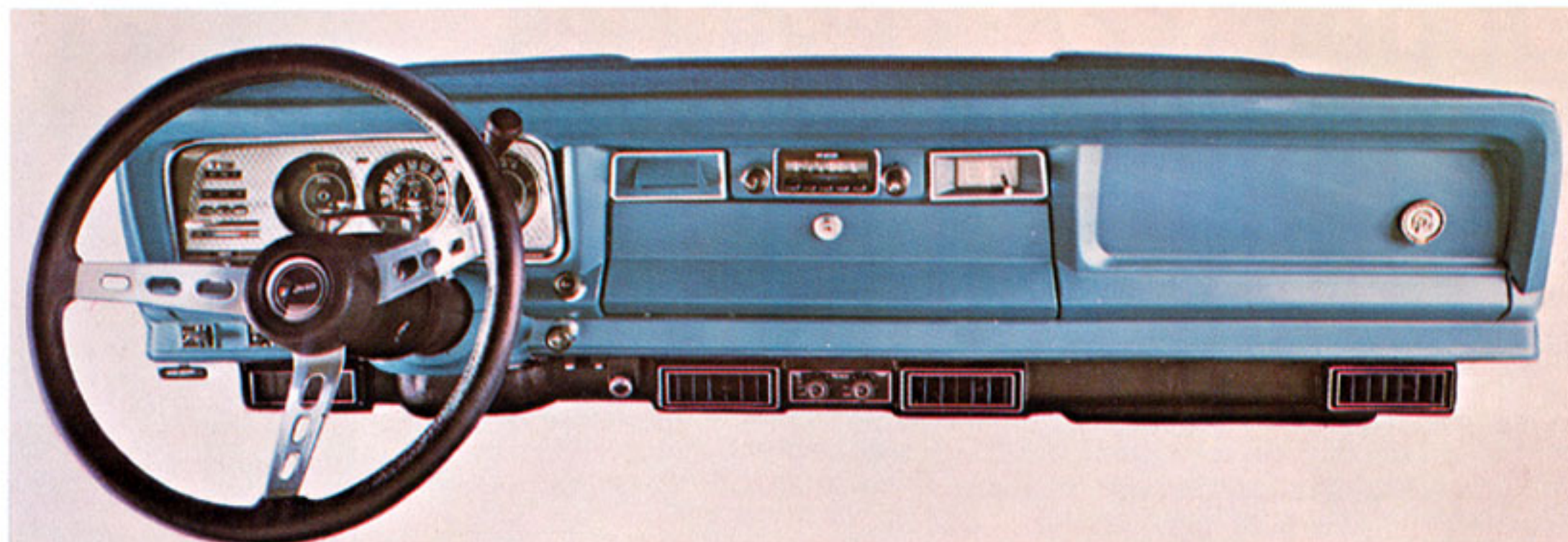


Standard Equipment

'78 Jeep Cherokee standard features include:

- 4-wheel drive (see Cherokee Specifications, page 15)
- A hefty 258 CID 2-barrel six cyl. engine
- Fully synchronized 3-speed manual floor shift transmission
- Solid-state electronic ignition
- New ambient air intake system for lower engine temperatures and improved engine operation
- Power front disc brakes
- 12-volt, 37-Amp alternator
- 12-volt, 54 plate 50-Amp battery
- Full floating open-end front axle for tight turning diameter
- Rugged chassis components engineered for durability and riding comfort
- Integral steel top and headliner
- Multi-leaf front and rear springs
- Energy-absorbing steering column with anti-theft steering lock ignition
- Oil, ammeter, temperature and fuel gauges
- 12" day/night rearview mirror
- Padded instrument panel and sun visors
- Bright windshield and vent moldings
- Ashtray and cigar lighter
- Glove box lock
- Dual horns
- 2-speed electric windshield wipers and washers
- Roll down tailgate window
- Color keyed vinyl floor covering
- Heater and defroster
- Deep foam-cushioned front bucket and full bench rear seats (2-dr.); front and rear bench seats (4-dr.)
- Double-folding, removable rear seat for up to 95.1 cu. ft. of cargo space
- 21.5 gallon fuel tank
- H78-15 Power Cushion 78 polyester tires
- Undercoating
- Choice of 14 exterior colors in durable "Diamond Glo" baked enamel finish.

The wide wheel Cherokee model substitutes five 10-15 Tracker A-T outlined letter tires mounted on 15 x 8 white painted spoked steel wheels, and includes flared fenders and a 3.54 axle ratio.



Instrument panel with optional air conditioning, "Soft-Feel" sports steering wheel, AM/FM stereo radio, electric clock



Spoked steel wheels, Tracker A-T tires



Double-folding rear seat



Integral steel top



Bench seat interior (4-Door)



Bucket seats (2-Door "S")

Options & Accessories

Make your '78 Jeep Cherokee as individual as you are with these options and accessories...

Appearance: □ The Cherokee "S" package includes Hi-Line trim in all vinyl or optional Levi's® cloth bucket seats; Hi-Line door and rear quarter trim panels; color keyed carpeting; carpeted wheelhouse covers; driver folding seat back (2-dr.); folding center armrest for front bucket seats; interior pillar covers (4-dr.); engine turned instrument cluster overlay; instrument panel medallion; sports steering wheel; two rear seat ashtrays; chrome bumpers; bright trim in rear flipper quarter window (2-dr.); "S" medallion; body side and tailgate tape stripe; and four 15 x 7 chrome plated spoked steel wheels (NA on wide wheel Cherokee model). □ The Cherokee Chief package contains all of the special trim items as the Cherokee "S" (except the exterior striping) and also includes bright drip and rear roof moldings, unique upper body two-tone paint in low gloss black, tailgate stripe and lower body blackout with the Cherokee Chief name and substitutes five 15 x 8 white painted spoked steel wheels with 10 x 15 Tracker A-T outlined letter tires, flared fenders and a 3.54 axle ratio. Cherokee Chief is only available on the wide wheel Cherokee model in all exterior colors except Black, Loden Green and Mocha Brown. Other appearance options include: □ Deluxe wheel covers □ Chrome plated 7" spoked steel wheels (NA on wide wheel model) □ Chrome bumpers □ Two-tone paint (NA on wide wheel Cherokee model) □ Levi's® cloth bucket seats in blue and new beige color □ Deluxe vinyl bucket seats □ Sports steering wheel □ "Soft Feel" sports steering wheel □ Center armrest and cushion □ Cargo area carpet and insulation.

Convenience: □ The Convenience Group consists of an electric clock, remote driver's side mirror, visor vanity mirror and headlights-on buzzer warning □ The Light Group includes an interior cargo area light, courtesy lights, glove box light, ash tray light, map/dome light and engine compartment light □ Air conditioning □ Power steering □ Power tailgate window □ Rear window defogger □ Cruise control □ Tilt steering wheel □ Tinted glass □ AM radio with antenna □ AM/FM stereo with antenna □ New in-dash 40 channel AM/CB radio □ New built-in 40 channel AM/FM/CB radio □ New AM/FM/tape stereo radio □ Driver's folding bucket seat back (2-dr.) □ Dual low profile mirrors □ Outside passenger side mirror □ Quarter flipper window □ And a luggage rack.

Performance: □ Optional engines include a 360 CID 2-barrel, 360 CID 4-barrel and a 401 CID 4-barrel V-8. Other performance options include: □ A 4-speed manual floor shift transmission □ Turbo Hydra-Matic automatic transmission with Quadra-Trac® (also available in Low-Range) □ Free-wheeling front hubs (NA with Quadra-Trac®) □ Trac-Lok differential □ Extra heavy duty front springs □ Heavy duty shocks □ Front stabilizer bar □ Heavy duty 70-Amp battery □ Heavy duty 63-Amp alternator □ Extra duty suspension package □ Cold Climate Group

Protection: □ Front bumper guards and front and rear nerfing strips □ Fuel tank skid plate □ Inside spare tire carrier (NA with wide wheel Cherokee) □ Spare tire lock □ Color-keyed protective floor mats (with carpeting).

Special Purpose: □ Snow Boss package □ Trailer towing requirements and recommendations are discussed on pages 28-29. See your Jeep Dealer for details.



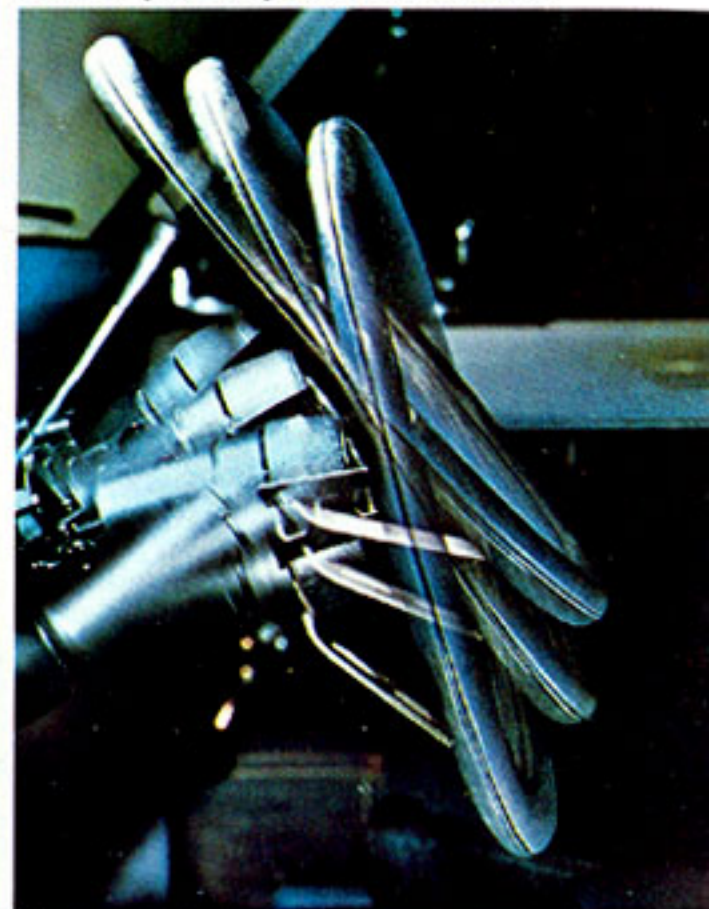
Levi's® bucket seats



Chrome-plated spoked steel wheels



Rear window defogger



Tilt steering wheel



Carpeted cargo area



Portable winch



Luggage rack



Bumper guards & nerfing strips



"Soft Feel" sports steering wheel



AM/FM stereo radio

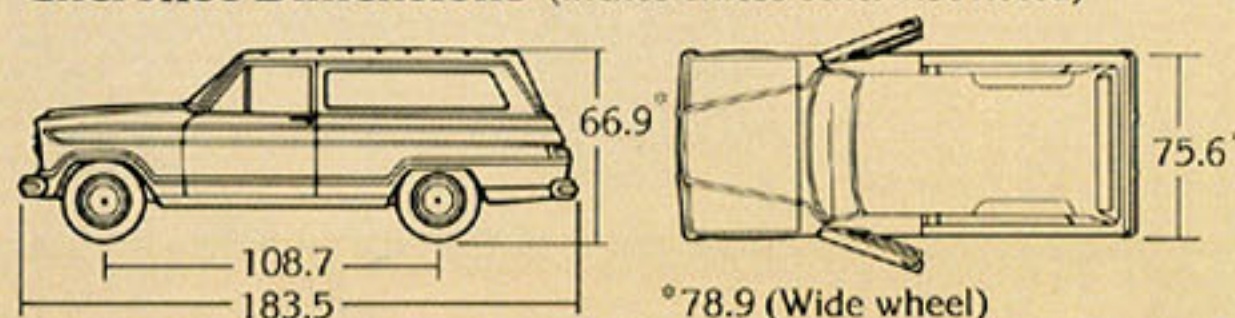
Cherokee Engine Availability

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	Std./Opt.
258 CID Six	2-bbl.	8.0:1	3.75"/3.90"	Std.
360 CID V-8	2-bbl.	8.25:1	4.08"/3.44"	Opt.*
360 CID V-8	4-bbl.	8.25:1	4.08"/3.44"	Opt.
401 CID V-8	4-bbl.	8.3:1	4.17"/3.68"	Opt.

All standard and optional engines for Jeep Cherokee utilize overhead valve configurations, lightweight compact engine block castings and a new ambient air intake system for improved engine operation, greater durability and longer life.

*This is the only available engine for Cherokees sold in California.

Cherokee Dimensions (Inches unless otherwise noted)



*67.6 (Wide wheel)

Exterior

Length	183.5
Wheelbase	108.7
Width/(Wide wheel model)	75.6/(78.9)
Height/(Wide wheel model)	66.9/(67.6)
Tread (Front/rear)	59.4/57.8
(Wide wheel model)	65.4/62.3
Overhang (Front/rear)	29.9/44.9
Min. Ground Clearance	7.7
(Wide wheel model)	8.6
Tailgate Opening Width	54.9
Curb to Curb Turning Diameter (feet)	37.7
(Wide wheel model)	39.4

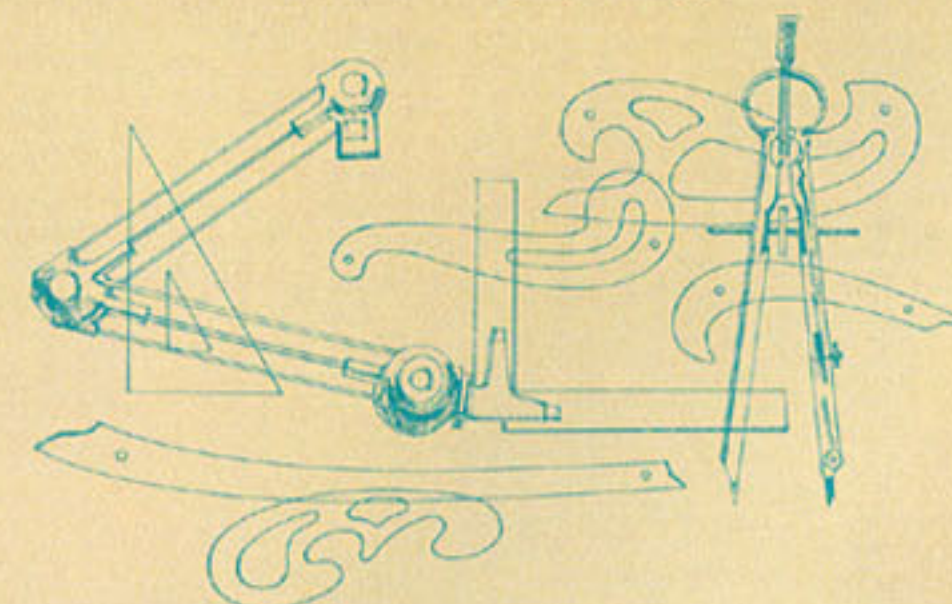
Interior

Head Room (Front/rear)	38.0/37.2
Leg Room (Front/rear)	41.9/37.0
Hip Room (Front/rear)	60.5/60.9
Shoulder Room (Front/rear)	58.3/58.3
Cargo Volume (cu. ft.)	95.1*

*Rear seat removed

Cherokee Specifications

Axle, Front	Full floating open-end; GAW: 3215 lbs.
Rear	GAW: 3215 lbs.
Brakes	Power disc front (12" rotor); rear drum (11" x 2")
Clutch	11" diameter; 111 sq. in. area
Fuel Tank	21.5 gallons
Glass Area	4438 sq. in. (2-dr.); 5142.5 sq. in. (4-dr.)
Gross Vehicle Weight	6200 lbs.
Springs, Front	5 leaf 215 lbs./in. rate standard
Rear	5 leaf 165 lbs./in. rate standard
Steering	Recirculating ball standard 24:1 ratio; Variable ratio power optional
Transfer Case	2-speed Dana 20 standard with 2:1 low range gear reduction; Quadra-Trac® full-time automatic 4-WD optional
Transmission	Fully synchronized 3-speed floor shift (manual) standard; 4-speed manual floor shift optional; column-mounted Turbo Hydra-Matic is also available
Tires	H78-15 Power Cushion 78 polyester standard on 2-dr. & 4-dr.; wide wheel model includes 10-15 Tracker A-T outlined letter tires
Wheels	15 x 6 6-bolt, 5.5" circle are standard; 15 x 8 6-bolt, 5.5" circle white painted spoked steel wheels are standard on wide wheel model; 15 x 7 6-bolt, 5.5" circle chrome plated spoked steel wheels are included in the Cherokee "S" package



Jeep® Wagoneer

Wagoneer is the ultimate in 4-wheel drive. Whether it's a quick trip to the market or a longer stretch to the summer home—up in the mountains or down at the lake—Wagoneer combines all of the luxury, comfort and style you could ask for with the added go-anywhere capability of built-in automatic 4-wheel drive. With its traditional Jeep ruggedness and reliability, Wagoneer gives you more in a multi-purpose vehicle. Just what you need to get you through the week—and weekend—in style!

Wagoneer's 108.7-inch wheelbase combines excellent riding comfort and ease-of-handling with a tight 37.7-foot turning diameter to give you the prompt maneuverability you need in traffic and in demanding off-road driving situations. Its four doors, spacious interior and up to 95.1-cu. ft. of cargo space all add up to the kind of extra convenience that makes Wagoneer the ideal family wagon, either on or off-road.

Standard features include a responsive 360 CID V-8 engine, Turbo Hydra-Matic automatic transmission with Quadra-Trac®—our exclusive full-time automatic 4-wheel drive system, variable ratio power steering, power front disc brakes, solid-state electronic ignition, deluxe vinyl bench seats, to name a few.

You can tailor a Wagoneer to suit your needs by choosing from any number of performance, comfort and convenience options and accessories. Like air conditioning. AM/FM/CB radio. Tilt steering wheel. Cruise control. Power tailgate window. Chrome plated spoked steel wheels. Bucket seats. Woodgrain exterior trim. Special trailer towing packages. And more.

Jeep Wagoneer. The ultimate way to explore the on and off-road adventures of Jeep Country!





All vehicles shown are Wagoneers



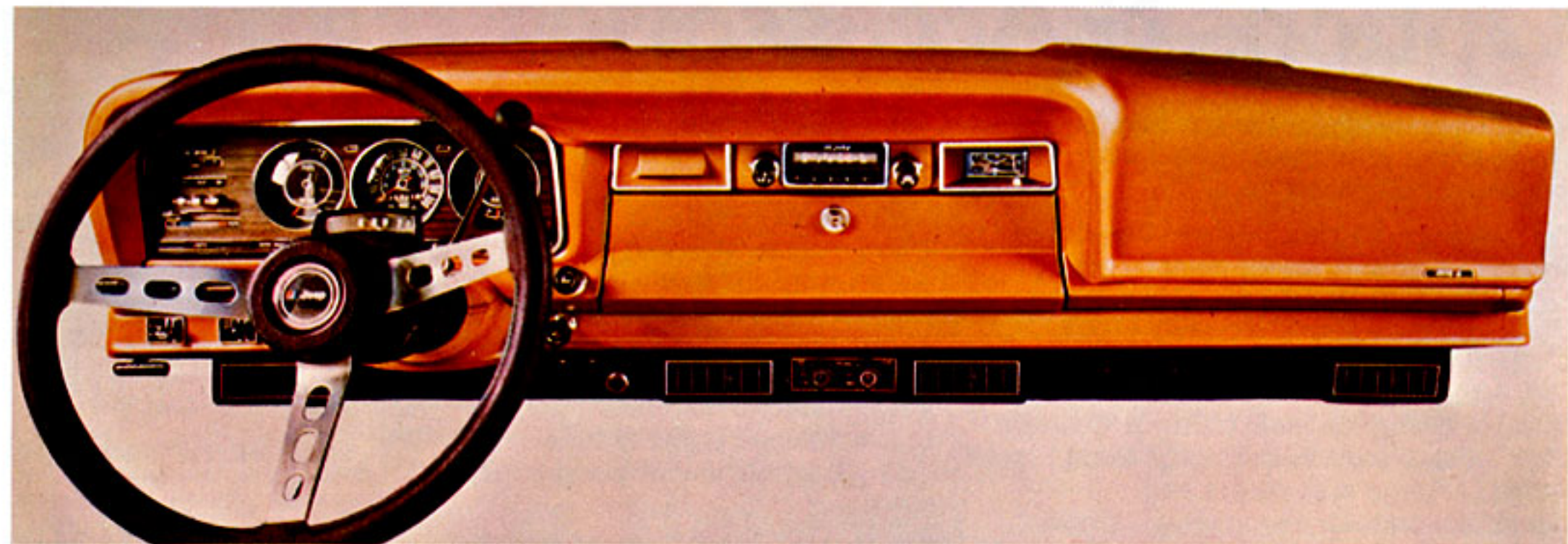


All vehicles shown are Wagoneers

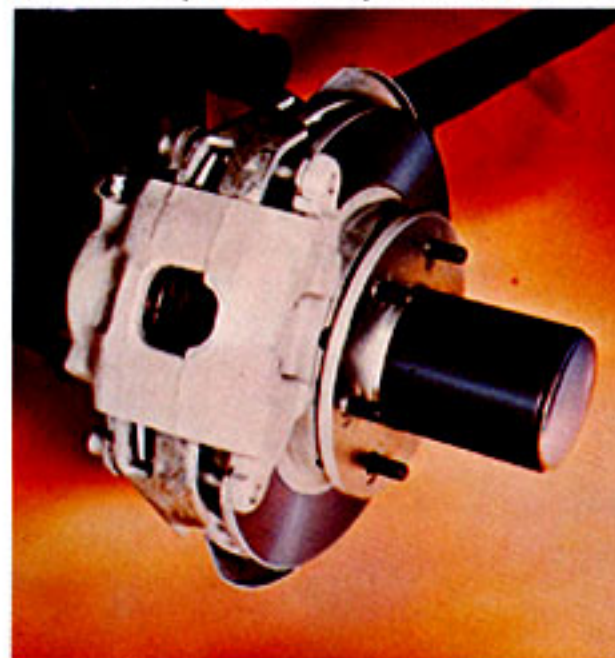


Standard Equipment

'78 Jeep Wagoneer standard features include: ☐ Jeep Quadra-Trac® our full time 4-wheel drive system (see pg. 30 for details) ☐ A responsive 360 CID 2-barrel V-8 engine ☐ Turbo Hydra-Matic automatic transmission ☐ Power front disc brakes ☐ Power steering ☐ Solid-state electronic ignition ☐ New ambient air intake system for lower engine temperatures and improved engine operation ☐ 12-volt, 40-Amp alternator ☐ 12-volt, 54 plate 60-Amp battery ☐ Full floating open-end front axle for tight turning diameter ☐ Rugged chassis components for durability and riding comfort ☐ Multi-leaf front and rear springs ☐ Wide spaced rear springs for added strength and stability ☐ Energy-absorbing steering column with anti-theft steering lock ignition ☐ Light Group including interior cargo area light, courtesy lights, glove box light, ash tray light, map/dome light and an engine compartment light ☐ Oil, ammeter, temperature and fuel gauges ☐ Heater and defroster ☐ 12" day/night rearview mirror ☐ Padded instrument panel and sun visors ☐ Ash-tray and cigar lighter ☐ Custom interior and exterior trim ☐ Chrome bumpers ☐ Color keyed carpeting including wheelhouse covers and vinyl cargo area mat ☐ Dual horns ☐ Glove box lock ☐ Roll down tailgate window ☐ 2-speed electric windshield wipers and washers ☐ Deluxe vinyl front and rear bench seats ☐ Double-folding, removable rear seat for up to 95.1 cu. ft. of cargo space ☐ 21.5 gallon fuel tank ☐ H78-15 Power Cushion 78 polyester tires ☐ Undercoating ☐ Choice of 11 exterior colors in durable "Diamond Glo" baked enamel finish.



Instrument panel with optional air conditioning, "Soft Feel" sports steering wheel, AM/FM stereo radio, electric clock



Power front disc brakes



Double-folding rear seat



Carpeted cargo area



Bench seat interior



Automatic transmission, power steering

Options & Accessories

Your '78 Jeep Wagoneer can be tailor-made to suit your needs with these options and accessories...

Appearance: ☐ 15 x 7 forged aluminum wheels ☐ 15 x 7 chrome plated spoked steel wheels ☐ Woodgrain exterior trim ☐ Color keyed sports steering wheel ☐ "Soft Feel" sports steering wheel ☐ Custom cloth bench seats in comfortable Brampton Plaid fabric ☐ Custom cloth bucket seats in Brampton Plaid fabric ☐ Cargo area carpet and insulation pad.

Convenience: ☐ The Convenience Group includes an electric clock, remote driver's side mirror, visor vanity mirror and headlights-on warning buzzer. Other convenience options and accessories include: ☐ Air conditioning for year-around comfort at your fingertips ☐ Tinted glass (required with air conditioning) for reduced sun glare and more efficient air conditioning operation ☐ Tilt steering wheel adjusts to six positions for driving comfort and easier entry and exit ☐ Power tailgate window ☐ Rear window defogger ☐ Cruise control holds preselected speeds for steady, smooth driving on long distance trips ☐ AM radio ☐ AM/FM stereo radio ☐ New in-dash 40 channel AM/CB radio ☐ New built-in 40 channel AM/FM/CB radio ☐ New AM/FM/tape stereo radio ☐ Outside passenger mirror ☐ Dual low profile mirrors for better visibility when trailer towing ☐ Luggage rack for a classy styling touch plus extra carrying capacity.

Performance: Optional engines include a 360 CID 4-barrel V-8 and a 401 CID 4-barrel V-8. Other performance options include: ☐ Low-Range for Quadra-Trac® for low-speed high-power driving

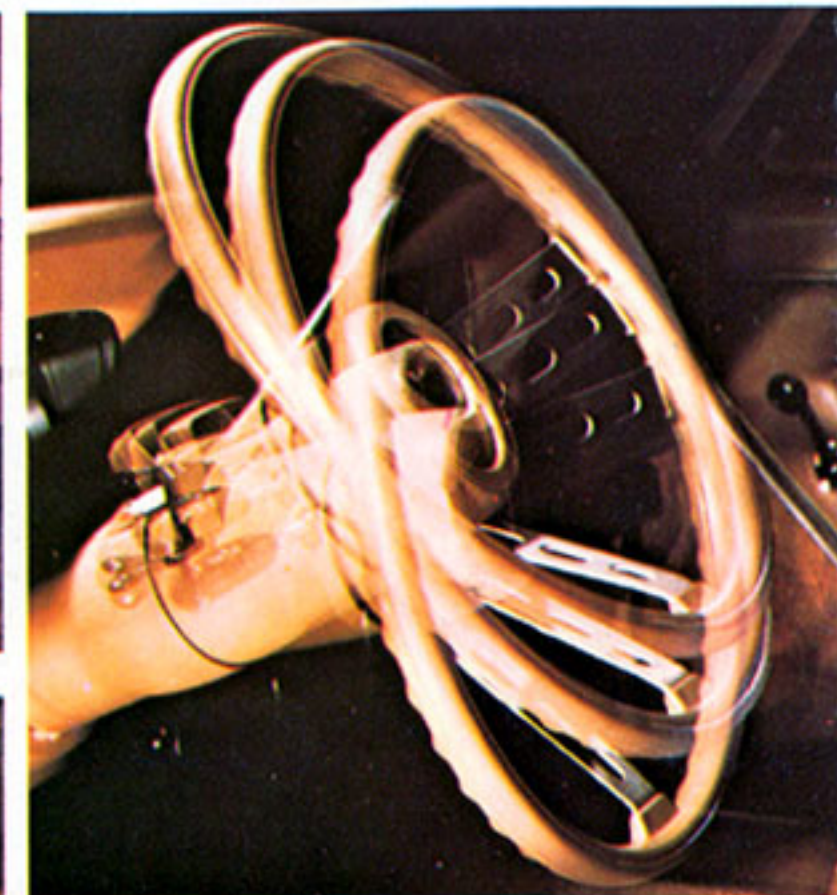
situations ☐ Extra heavy duty front springs ☐ Heavy duty shocks ☐ Front stabilizer bar ☐ Heavy duty 70-Amp battery ☐ Heavy duty 63-Amp alternator ☐ Extra duty suspension package ☐ Cold Climate Group which includes a heavy-duty 70-Amp battery, a heavy-duty 63-Amp alternator and an engine block heater ☐ Extra cooling ☐ Firestone or Goodyear steel-belted radial tires for long tire mileage plus extra road gripping traction, stability and puncture protection.

Protection: ☐ Front bumper guards with front and rear nerfing strips ☐ Fuel tank skid plate ☐ Color keyed protective floor mats ☐ Inside spare tire carrier ☐ Spare tire lock.

Special Purpose: ☐ Snow Boss package includes 84" plow, hydraulic cylinders for power angling and lifting, electric control switches and wiring, plow lights and special decals ☐ Trailer towing requirements and recommendations are discussed on pages 28-29. See your Jeep Dealer for details on either of these special purpose options. ☐ In addition to the options and accessories listed here and elsewhere in this catalog, your Jeep dealer has available many more dealer-installed accessories and special equipment items to make your new Wagoneer as individual as you are.



Sports steering wheel



Tilt steering wheel



Cruise control



Custom cloth bucket seats



Rear window defogger



Inside spare tire



Roof rack



Chrome wheels



Aluminum wheels



Woodgrain exterior trim



Power tailgate window



AM radio

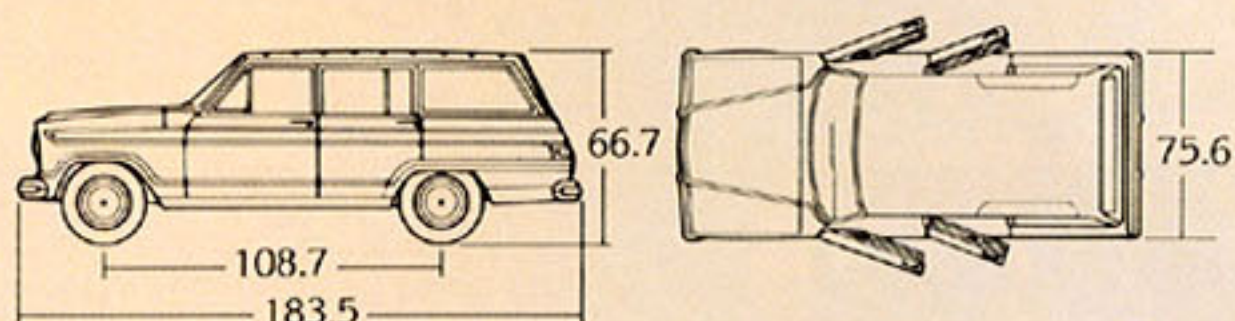
Wagoneer Engine Availability

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	Std./Opt.
360 CID V-8	2-bbl.	8.25:1	4.08"/3.44"	Std.*
360 CID V-8	4-bbl.	8.25:1	4.08"/3.44"	Opt.
401 CID V-8	4-bbl.	8.3:1	4.17"/3.68"	Opt.

All standard and optional engines for Jeep Wagoneer utilize overhead valve configurations, lightweight compact engine block castings and a new ambient air intake system for improved engine operation, greater durability and longer life.

*This is the only available engine for Wagoneers sold in California.

Wagoneer Dimensions (Inches unless otherwise noted)



Exterior

Length	183.5
Wheelbase	108.7
Max. Body Width	74.0
Max. Overall Width	75.6
Height	66.7
Tread (Front/rear)	59.4/57.8
Overhang (Front/rear)	29.9/44.9
Min. Ground Clearance	7.7
Tailgate Opening Width	54.9
Curb to Curb Turning Diameter (feet)	37.7

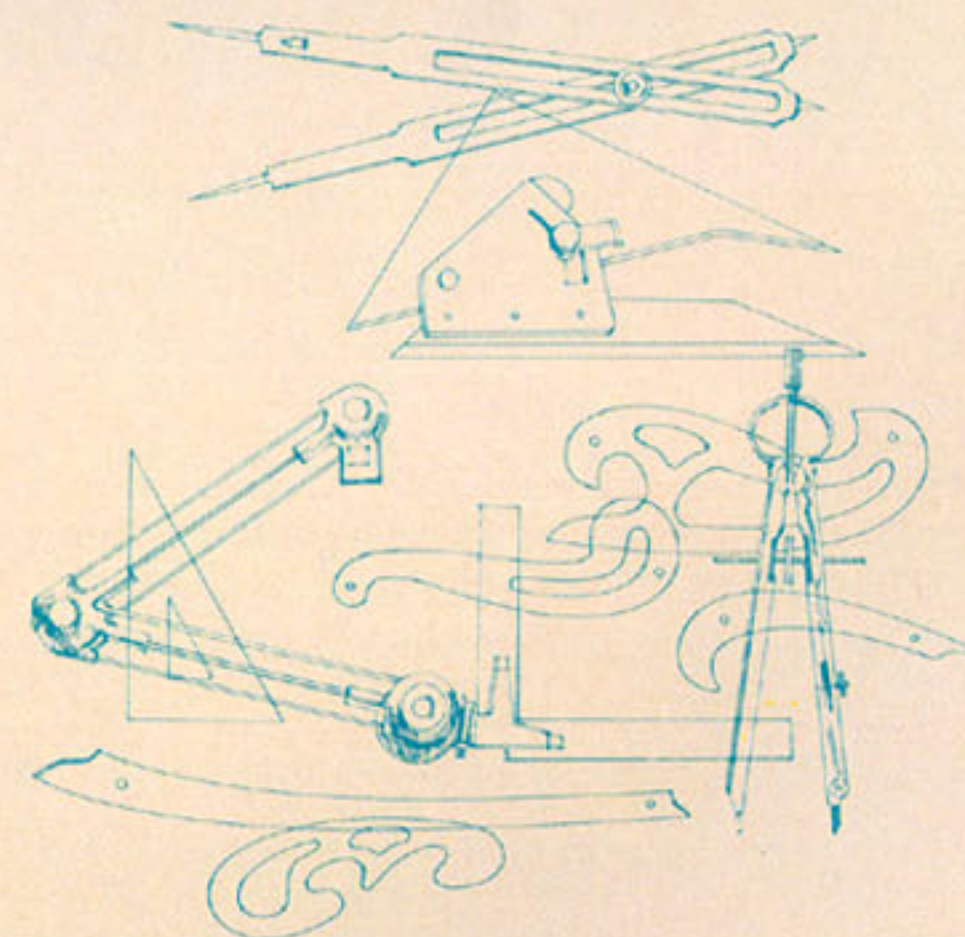
Interior

Head Room (Front/rear)	38.0/37.2
Leg Room (Front/rear)	41.3/37.0
Hip Room (Front/rear)	60.5/60.9
Shoulder Room (Front/rear)	58.3/58.3
Cargo Volume (cu. ft.)	95.1*

*Rear seat removed

Wagoneer Specifications

Axle, Front	Full floating open-end; GAW: 3215 lbs.
Rear	GAW: 3215 lbs.
Brakes	Power disc front (12" rotor); rear drum (11" x 2")
Fuel Tank	21.5 gallons
Glass Area	5142.5 sq. in. total
Gross Vehicle Weight	6200 lbs.
Springs, Front	5 leaf 215 lbs./in. rate standard
Rear	5 leaf 165 lbs./in. rate standard
Steering	Variable ratio power steering standard
Transfer Case	Quadra-Trac® full time automatic 4-WD is standard; Quadra-Trac® with low range 2.57:1 gearing reduction is optional
Transmission	Turbo Hydra-Matic is standard
Tires	H78-15 Power Cushion 78 polyester standard; optional tires listed on page 30
Wheels	15 x 6 6-bolt, 5.5" circle are standard; 15 x 7 6-bolt, 5.5" circle forged aluminum wheels and chrome plated spoked steel wheels are optional



Jeep® Pickup

Jeep Pickups are super tough. Rough and rugged the way you want them. And as good looking as you'll find anywhere. Backed by over thirty-five years of experienced Jeep guts and reliability, Jeep Pickups are designed and engineered from the ground up with built-in 4-wheel drive for unequalled on or off-road endurance. Whether it's on-the-job or out performing in Jeep Country, a Jeep Pickup won't let you down!

You can choose from two wheelbases — 118.7 or 130.7-inch, GVW ratings ranging from 6200 to 8400 lbs., plus a cargo capacity of up to 76.6 cu. ft. And standard features include 4-wheel drive, a tough 258 CID 2-barrel six cylinder engine (360 CID V-8 for longer wheelbase), fully synchronized 3-speed transmission, power front disc brakes, solid-state electronic ignition, and more.

If you want to order your Jeep Pickup super tough, there are four sport/appearance packages that'll let 'em know who's boss: the Honcho, Golden Eagle, "10-4" and Custom options. Offering special equipment items like roll bars, brush guards, Levi's® interior trim, 10-15 Tracker A-T outlined letter tires, spoked steel wheels, unique stripe and decal design treatments, custom interior and exterior trim, and more!

A wide range of options and accessories are available to make a Jeep Pickup as luxurious as you want it: power steering, air conditioning, automatic transmission with Quadra-Trac®, sliding rear window, AM/FM/Tape stereo. Whatever you choose.

Jeep Pickup. You'll like the way this tough truck makes it through Jeep Country!





◀ J-10 Honcho Pickup ▲ Golden Eagle Pickup & J-10 Custom Truck Package ▼ J-10 Pickup with "10-4" Package





▲ J-10 Honcho Pickup ▼ Golden Eagle Pickup

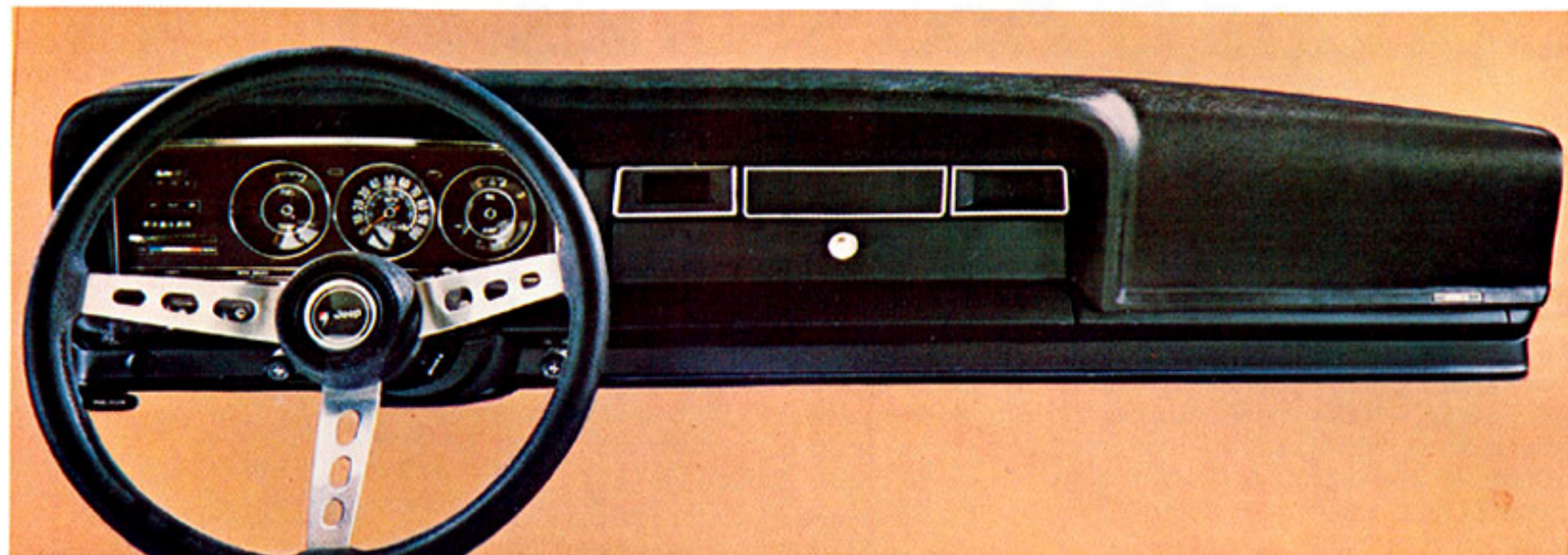


▲ Two-tone Pickup with Custom Package



Standard Equipment

'78 Jeep Pickup standard features include: ☐ 4-wheel drive (see Pickup Specifications, pg. 27) ☐ High performance 258 CID 2-barrel six cyl. engine (J-10); 360 CID 2-barrel V-8 for J-20 ☐ Fully synchronized 3-speed manual floor shift transmission ☐ Power front disc brakes ☐ Solid-state electronic ignition ☐ New ambient air intake system for lower engine temperatures and improved engine operation ☐ 12-volt, 37-Amp alternator (40-Amp with V-8) ☐ 12-volt, 54 plate 50-Amp battery (60-Amp with V-8) ☐ Full floating open-end front axle for tight turning diameter ☐ Rugged chassis components for durability and riding comfort ☐ Multi-leaf front and rear springs ☐ Energy-absorbing steering column with anti-theft steering lock ignition ☐ Oil, ammeter, temperature and fuel gauges ☐ 12" day/night rearview mirror ☐ Padded instrument panel and sun visors ☐ Bright windshield and vent moldings ☐ Ashtray and cigar lighter ☐ Heater and defroster ☐ Dual horns ☐ Glove box lock ☐ 2-speed electric windshield wipers and washers ☐ Townside pickup box with double-wall construction 7-ft. box with 119" wheelbase, 8-ft. box with 131" wheelbase ☐ Painted front bumper ☐ Color keyed vinyl floor covering ☐ Undercoating ☐ Deep foam-cushioned vinyl bench seat with hinged back for behind seat storage area ☐ 18.5 gallon fuel tank ☐ H78-15 Power Cushion 78 polyester tires (J-10) ☐ 8.00-16.5 Polyester Cushion Miler R.V. tires (J-20) ☐ Choice of 14 exterior colors in durable "Diamond Glo" baked enamel finish.



Instrument panel with optional "Soft Feel" sports steering wheel



Vinyl bench seat



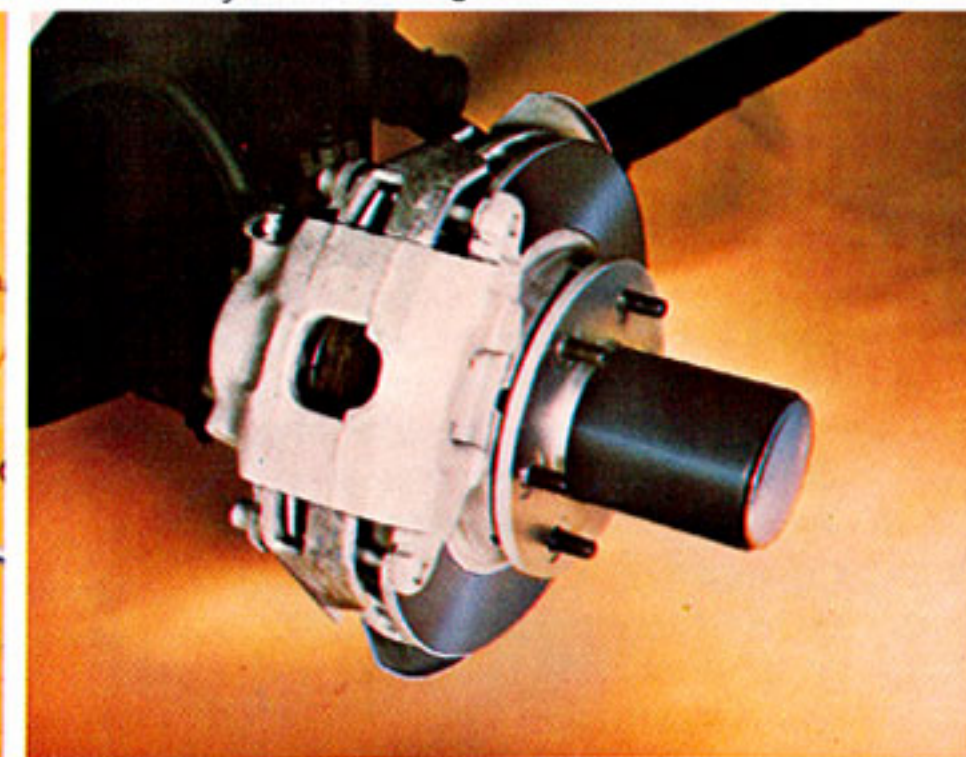
Folding seat back



Vinyl floor covering



Double-wall Townside box



Power front disc brakes

Options & Accessories

Customize your '78 Jeep Pickup for work or for play with these options and accessories...

Appearance: ☐ The Honcho package, available only on the 119" wheelbase J-10 with power steering, includes a chrome front bumper; rear step bumper; five 10-15 Tracker A-T outlined letter tires mounted on 15 x 8 white painted spoked steel wheels; bright door window frames; body side tape striping in gold with brown and orange accents or dark blue with gold and orange accents; fender lip accents; tailgate striping; unique grille; Levi's® cloth bench seats; Levi's® cloth door trim inserts in door panel; blue or tan floor carpeting; engine-turned instrument cluster; sports steering wheel; bright armrest overlays; and hood insulation.

☐ The Golden Eagle package, only available on the 119" wheelbase J-10 Pickup equipped with power steering, includes a chrome front bumper; rear step bumper; five 10-15 Tracker A-T outlined letter tires mounted on 15 x 8 spoked steel wheels painted gold with a black accent stripe; bright door window frames; black roll bar; black grille guard; two off-road driving lamps; unique grille; special gold, black and orange decal and tape treatment; beige Levi's® bucket seats and custom interior carpeting; sports steering wheel; engine-turned instrument cluster; bright armrest overlays; and hood insulation.

☐ The "10-4" Pickup features 10-15 Tracker A-T outlined letter tires mounted on 15 x 8 white painted spoked steel wheels, a roll bar, rear step bumper and special two-tone orange with black body side striping plus two-tone orange "10-4" decal on the body side panel.

☐ The Custom Truck package includes a chrome front bumper; bright finish moldings on door window frames and body side; custom "Soft Feel" vinyl

bench seat; deluxe door trim panels; engine-turned cluster trim; bright armrest overlays; and hood insulation.

Other appearance options include

☐ Two-tone paint ☐ White painted spoked steel wheels (J-10) ☐ Chrome plated spoked steel wheels (J-10) ☐ Floor carpeting ☐ Color keyed sports steering wheel ☐ "Soft Feel" sports steering wheel ☐ Deluxe vinyl bench or bucket seats ☐ Levi's® cloth bench or bucket seats ☐ Roll bar.

Convenience: ☐ Convenience Group

☐ Light Group ☐ Power steering ☐ Air conditioning ☐ Tinted glass ☐ Tilt steering wheel ☐ Cruise control ☐ Free-wheeling front hubs ☐ AM radio ☐ AM/FM stereo radio ☐ New in-dash 40 channel AM/CB radio ☐ New built-in 40 channel AM/FM/CB radio ☐ AM/FM/tape stereo radio ☐ Rear step bumper ☐ Pickup box cap ☐ Sliding rear window ☐ Outside passenger mirror ☐ Dual low profile mirror.

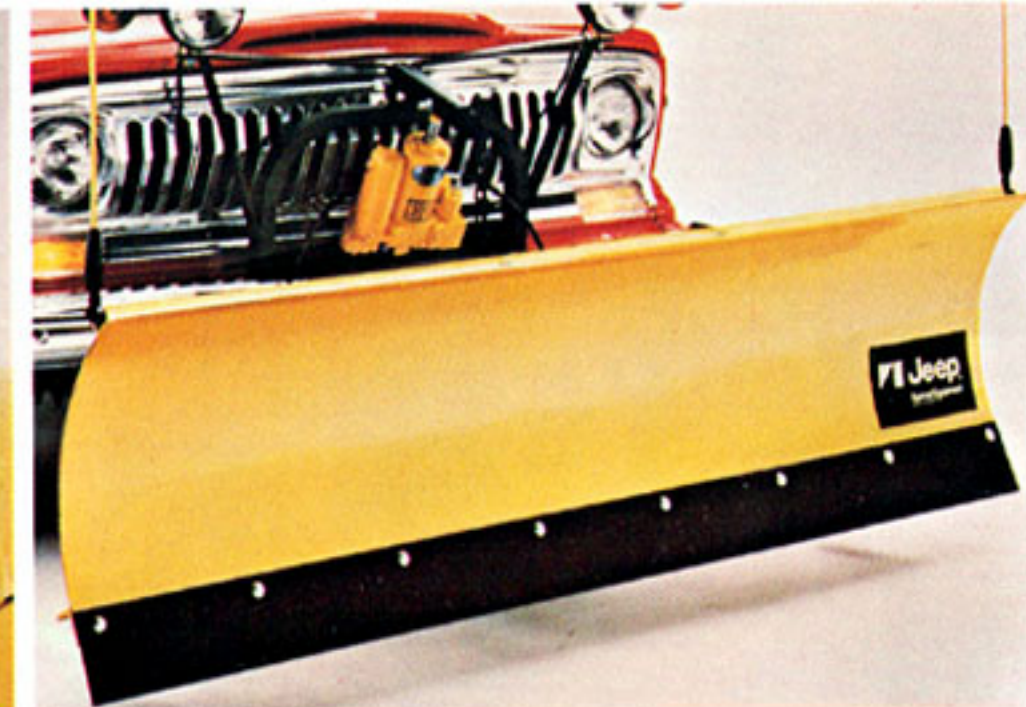
Performance: ☐ Optional engines include a 360 CID 2-barrel V-8 (std. on J-20), 360 CID 4-barrel V-8 and a 401 CID 4-barrel V-8. Other performance options include: ☐ 4-speed manual floor shift transmission ☐ Turbo Hydra-Matic automatic transmission with Quadra-Trac® (also available in Low-Range) ☐ Heavy duty front and rear springs and shocks ☐ Front stabilizer bar ☐ Heavy duty 70-Amp battery ☐ Heavy duty 63-Amp alternator ☐ Cold Climate Group ☐ Extra cooling ☐ 7600 and 8400 GVW ratings for J-20.

Protection: ☐ Front bumper guards and nerfing strips ☐ Fuel tank skid plate ☐ Color keyed protective floor mats (with carpeting only) ☐ Spare tire lock.

Special Purpose: ☐ See your Jeep Dealer for details on a special Snow Boss package ☐ Trailer towing requirements and recommendations are discussed on pages 28-29.



Outside passenger mirror



Snow Boss package



Spoked steel wheels, Tracker A-T tires



Chrome plated spoked steel wheels



Levi's® bucket seats



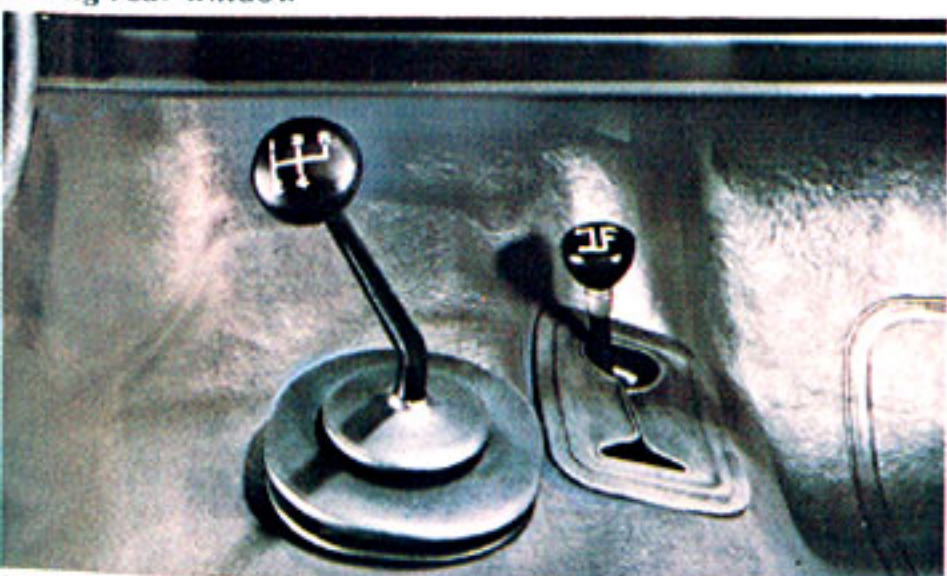
Folding passenger seat back



Roll bar



Sliding rear window



4-speed transmission

Pickup Engine Availability

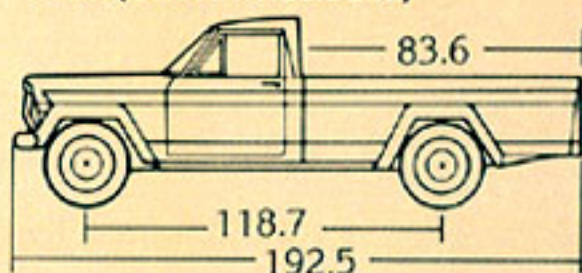
Engine	Carb. Type	Comp. Ratio	Bore & Stroke	Std./Opt.	
				J-10	J-20
258 CID Six	2-bbl.	8.0:1	3.75"/3.90"	Std.	NA
360 CID V-8	2-bbl.	8.25:1	4.08"/3.44"	Opt.*	Std.*
360 CID V-8	4-bbl.	8.25:1	4.08"/3.44"	Opt.	Opt.
401 CID V-8	4-bbl.	8.3:1	4.17"/3.68"	Opt.	Opt.

All standard and optional engines for Jeep Pickup utilize overhead valve configurations, lightweight compact engine block castings and a new ambient air intake system for improved engine operation, greater durability and longer life.

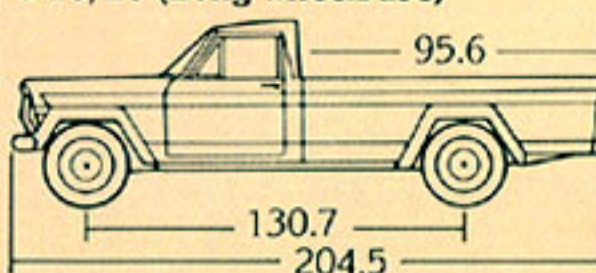
*This is the only available engine for Pickups sold in California.

Pickup Dimensions (Inches unless otherwise noted)

J-10 (Short wheelbase)



J-10/20 (Long wheelbase)



Exterior

	J-10 Short Wheelbase	J-10/20 Long Wheelbase
Length	192.5	204.5
Wheelbase	118.7	130.7
Max. Body Width	78.9	78.9
Height	69.3/69.9*	69.1/70.7
Tread Front	63.3/65.4*	63.3/64.6
Tread Rear	63.8/64.9*	63.8/65.9
Overhang (Front/rear)	29.9/43.9	29.9/43.9
Min. Ground Clearance	7.7	7.7/8.1
Tailgate Opening	57.2	57.2
Turning Diameter	40.6/41.2*	44.5
Curb to curb in feet		

*Wide wheel option

Interior

	J-10 Short Wheelbase	J-10/20 Long Wheelbase
Head Room	40.2	40.2
Leg Room	41.3	41.3
Hip Room	60.5	60.5
Shoulder Room	58.3	58.3
Cargo Floor Length	83.6	95.6
Cargo Box Volume (cu. ft.)	67.0	76.6

Pickup Specifications

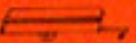
Axle, Front	Full floating open-end; GAW: 3200 lbs. (J-10); 3500 lbs. (J-20)
Rear	J-10: semi floating, GAW: 3200 lbs. J-20: full floating, 6800 GVW: GAW rating 4090 lbs.; 7600 GVW: GAW rating 4700 lbs.; 8400 GVW: GAW rating 5500 lbs.
Brakes	Power disc front (12" for J-10; 12-1/2" for J-20) Rear drum (11" x 2" for J-10; 12" x 2-1/2" for J-20)
Clutch	11" diameter; 111 sq. in. area
Fuel Tank	18.5 gallons
Glass Area	2882.5 sq. in. total
Gross Vehicle Weight	6200 lbs. (J-10); 6800 lbs. (J-20); plus optional GVW ratings of 7600 and 8400 lbs. for J-20 Pickup
Springs, Front	5 leaf 215 lbs./in. rate standard (J-10); 2 leaf tapered; 260 lbs./in. rate standard J-20
Rear	5 leaf 165 lbs./in. rate standard for 119" wheelbase J-10; 4 leaf 245 lbs./in. rate standard for 131" wheelbase J-10; 2 leaf tapered 340 lbs./in. rate standard for J-20
Steering	Recirculating ball standard 24:1 ratio; Variable ratio power steering optional
Transfer Case	2-speed Dana 20 standard with 2:1 low range gear reduction; Quadra-Trac® full-time automatic 4-WD optional
Transmission	Full synchronized 3-speed floor shift (manual) standard; 4-speed manual floor shift and column-mounted Turbo Hydra-Matic optional
Tires	H78-15 Power Cushion 78 polyester tires are standard on J-10; 8.00-16.5 Polyester Cushion Miler R.V. is standard on J-20
Wheels	15 x 6 6-bolt, 5.5" circle are standard (J-10); 16.5 x 6 8-bolt, 6.5" circle are standard on J-20

1978 Jeep® Trailer Towing/Camper Requirements & Recommendations

All of our '78 Jeep products make excellent towing vehicles. With built-in 4-wheel drive and dependable Jeep toughness and durability, it's easy to see why trailering with a Jeep vehicle is so much more fun! In addition to reliable 4-wheel drive traction, all of our Jeep vehicles feature low profiles for greater road stability, easy loading heights, high ground clearances and rugged

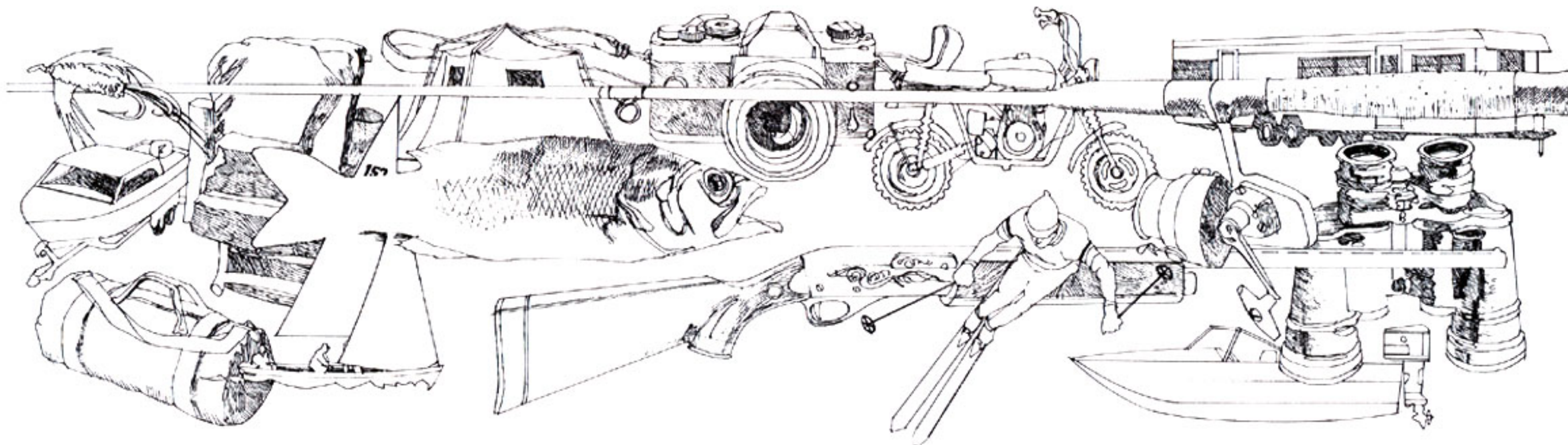
suspensions that are built to take it over the long haul!

The charts below are meant to serve as a quick-and-easy reference guide on how to properly equip your Jeep vehicle for all types of towing. For specific details however, discuss your plans with your Jeep dealer. He will help you select the right equipment to meet your specifications.

Trailer Towing with Jeep CJ-5 & CJ-7				Trailer towing with Jeep Cherokee & Wagoneer				
								
Class	I	II	III*	Class	I	II	III	IV
Maximum loaded trailer weight	2,000	3,500	5,000	Maximum loaded trailer wt.	2,000	3,500	5,000	7,500
Tongue load limit	200	500	750	Tongue load limit	200	350	750	750
Required equipment				Package includes:	Medium Duty		Heavy Duty	
Hitch	Frame or draw bar	Equalizing	Equalizing	Frame mounted hitch	•	•		
Recommended equipment				Wiring harness (5-wire)*	•	•		
Engine	258 1-bbl. Six	304 2-bbl. V-8	304 2-bbl. V-8	Heavy duty flasher	•	•		
Cooling	Std.	Extra-duty	Extra-duty	Equalizing hitch receptacle			•	•
Transmission	Std.	Std.	Std.	H.D. wiring harness w/relays			•	•
Rear axle ratio	3.54:1	4.09:1	4.09:1	Wiring harness (7 wire)*			•	•
Steering	Constant ratio power	Constant ratio power	Constant ratio power	Required minimum equipment				
Brakes	Std.	Power	Power	Engine		258 2-bbl. Six (Cherokee)	360 2-bbl. V-8	360 2-bbl. V-8
Alternator	Std.	Heavy-duty	Heavy-duty	Transmission Quadra-Trac		4-spd. or Auto. Hi Range	4-spd. or Auto. Hi Range	4-spd. or Auto. Hi Range
Battery	Std.	70 amp/hr.	70 amp/hr.	Heavy-duty cooling			•	•
*Jeep CJ-5 & CJ-7 not recommended for towing Class III trailers at highway speeds. 1978 Jeep Vehicle Design Weight Capacities (in pounds) Caution: Never overload your vehicle beyond these design capacities. Jeep Corporation cannot be responsible for brake performance if the Jeep vehicle and trailer hydraulic brake systems are in any way connected. A separate brake system for all trailers weighing over 1,000 pounds gross is recommended. (State laws should be checked for trailer brake requirements.)				Heavy-duty battery			•	•
				Heavy-duty alternator			•	•
				Power steering			•	•
				Front anti-sway bar			•	•
				Cargo carpet & insulation			•	•
				3.54:1 Axle ratio (trailers up to 7,500 lbs.)			•	•
				Extra-duty suspension package (trailers up to 7,500 lbs.)			•	•
				Recommended equipment				
				Engine	360 V-8	360 V-8	360 or 401 V-8	360 or 401 V-8
				Automatic/Quadra-Trac	•	•	Low Range	Low Range
				Power steering	•	•		
				Heavy-duty cooling	•	•		
				Cargo carpet & insulation	•	•		
				Power tailgate window	•	•	•	•
				Extra-duty suspension		•		
				Bias or bias belted tires			•	•
Model	Gross Vehicle Weight Rating	Gross Axle Weight Rating						
		Front	Rear					
CJ-5	3750*	2200	2700					
CJ-7	3750*	2200	2700					
Cherokee	6200	3215	3215					
Wagoneer	6200	3215	3215					
J-10 Pickup	6200	3200	3200					
J-20 Pickup	6800	3500	4090					
	7600	3500	4700					
	8400	3500	5500					

*4150 is standard with hardtop, optional for open body or soft top models.

*Requires body wiring harness used with power tailgate window and/or stereo radio



Campers or Jeep Townside Pickup					Trailer Towing with Jeep Pickup					
										
Camper Type	Low-profile cargo cap	Slide-in	Cab-over	Cab-over with rear overhang	Model	J-10 & J-20	J-10 & J-20	J-10 & J-20	J-10 & J-20	J-20
Townside Model	J-10	J-20	J-20	J-20	Class	I	II	III	IV	5th Wheel
Camper Body Length	6-8 ft.	8 ft.	8 ft.	11 ft.	Maximum loaded trailer	2,000	3,500	5,000	7,000*	7,000*
Gross Vehicle Wt. requirement	6,200 lbs.	6,800 lbs.	7,600 lbs.	8,400 lbs.	Tongue load limit	200	350	750	1,000*	1,450*
Gross Axle Wt. Rating Front	3,200 lbs.	3,500 lbs.	3,500 lbs.	3,500 lbs.	Required minimum equipment					
Rear	3,200 lbs.	4,090 lbs.	4,700 lbs.	5,500 lbs.	Hitch	Frame or rear step bumper	Frame or rear step bumper	Equalizing	Equalizing	Cargo bed mounted
Required equipment					Cooling Extra-Duty	•	•	•	•	•
Engine		360 2-bbl. V-8	360 2-bbl. V-8	360 2-bbl. V-8	Alternator	Std.	Std.	Heavy-duty	Heavy-duty	Heavy-duty
Engine cooling		Extra-duty	Extra-duty	Extra-duty	Battery	Std.	Std.	70-amp/hr.	70-amp/hr.	70-amp/hr.
Transmission		4-spd. or auto. w/Quadra-Trac	4-spd. or auto. w/Quadra-Trac	4-spd. or auto. w/Quadra-Trac	Engine 360 2-bbl. V-8	•	•	•	•	Std.
Steering		Var. ratio power	Var. ratio power	Var. ratio power	Axle ratio J-10	3.54	3.54	4.09	4.09	N.A.
Alternator		Heavy-duty	Heavy-duty	Heavy-duty	J-20	3.73	3.73	4.09	4.09	4.09
Battery		70-amp/hr.	70-amp/hr.	70-amp/hr.				3.73 (w/401)	3.73 (w/401)	3.73 (w/401)
Shocks, front and rear		Heavy-duty	Heavy-duty	Heavy-duty	Steering Variable ratio power	•	•	•	•	•
Springs				Heavy-duty rear (8400 GVW)	Brakes Power front disc	•	•	•	•	•
Stabilizer bar		Front	Front	Front	Front and rear springs	Std.	Std.	Heavy-duty	Heavy-duty	Heavy-duty
Tires	H78 x 15-B	7.50 x 16-C 8.00 x 16.5-D	7.50 x 16-D 9.50 x 16.5-D	7.50 x 16-E 9.50 x 16.5-D	Front and rear shocks	Std.	Std.	Heavy-duty	Heavy-duty	Heavy-duty
Recommended equipment					Tires J-10: H78 x 15	Std.	Std.	Std.	Std.	Std.
Engine	360 2-bbl. V-8	401 4-bbl. V-8	401 4-bbl. V-8	401 4-bbl. V-8	J-20: 8.00 x 16.5	Std.	Std.	Std.	Std.	Std.
Engine cooling	Extra-duty				Recommended equipment					
Transmission	4-spd. or auto. w/Quadra-Trac	Automatic w/Quadra-Trac	Automatic w/Quadra-Trac	Automatic w/Quadra-Trac	360 4-bbl. V-8	•	•	•	•	•
Brakes	Power front disc	Power front disc	Power front disc	Power front disc	401 4-bbl. V-8	•	•	•	•	•
Alternator	Heavy-duty				Transmission Automatic	•	•	•	•	•
Battery	70-amp				4-speed manual	•	•	•	•	•
Sliding rear window	•	•	•	•	70-amp/hr. battery	•	•	•	•	•
Mirror arm extensions	•	•	•	•	Heavy-duty alternator	•	•	•	•	•
Dual low profile mirrors	•	•	•	•	Quadra-Trac with low range	•	•	•	•	•
Air conditioning	•	•	•	•	Axle ratio 4.09:1	•	•	•	•	•

* J-20 (8,400): Maximum loaded trailer weight 10,000 lbs. Tongue load limit 1,200 lbs. for conventional rear mounted trailer. Tongue load limit 2,850 lbs. for bed mounted 5th wheel trailer.

Quadra-Trac® & Tire Options

When the going gets especially tough, the right tire option combined with Quadra-Trac is just about all you need to get you through even the toughest of on or off-road driving conditions.

Quadra-Trac is Jeep Corporation's exclusive full-time automatic 4-wheel drive system. When equipped with Quadra-Trac, your Jeep vehicle is constantly in 4-wheel drive. There are no special shifting levers, and

you don't have to leave your vehicle to lock wheel hubs (something you'll appreciate when you're ankle deep in mud or snow!). Here's how it works...

When driving in bad weather or in super tough off-road conditions, Quadra-Trac automatically distributes driving force (engineers call it "torque") to the axle that needs it most—front wheels, rear wheels, or both. The result is optimum

traction and control in all driving situations. And combined with the right tire options (see chart below) you'll have a 4-wheel drive system that's pretty hard to beat!

Available in Hi-Range and both Hi-Range and Low-Range, Quadra-Trac comes standard on Wagoneer and can be ordered optionally on CJ-7, Cherokee and Pickup models equipped with an automatic transmission.

- 1** Rear wheels on slippery surface? Quadra-Trac automatically directs power to the front wheels to pull you off.



- 2** Front wheels stuck in mud? Quadra-Trac automatically directs power to the rear wheels to push you out or back you up out of the mud.



- 3** Driving on a slippery wet road? Quadra-Trac automatically distributes traction to all four wheels for greater stability.



Tire/Rim	CJ-5/CJ-7	Cherokee	Wagoneer	J-10 Pickup	J-20 Pickup
Rim size (in.)	6.00; 8.00 with spoked steel wheels	6.00; 7.00 with chrome; 8.00 with spoked steel	6.00; 7.00 with aluminum and chrome wheels	6.00; 7.00 with chrome; 8.00 with spoked wheels	6.00; 6.50 ;6.75
Tire: A	HR78x15, 1/2 ply, W/W	HR78x15, 1/2 ply, W/W	HR78x15, 1/2 ply, W/W	HR78x15, 1/2 ply, W/W	Not Available
B	H78x15, 4 ply, B/W & W/W	H78x15, 4 ply, B/W (1) & W/W	H78x15, 4 ply, B/W (1) & W/W	H78x15, 4 ply, B/W (1) & W/W	Not Available
C	HR78x15, 1/2 ply, W/W	HR78x15, 1/2 ply, W/W	HR78x15, 1/2 ply, W/W	HR78x15, 1/2 ply, W/W	Not Available
D	H78x15, 2/4 ply, B/W (1) H78x15, 2/6 ply, B/W L78x15, 2/4 ply, B/W	H78x15, 2/4 ply, B/W H78x15, 2/6 ply, B/W Not Available	H78x15, 2/4 ply, B/W H78x15, 2/6 ply, B/W Not Available	H78x15, 2/4 ply B/W H78x15, 2/6 ply, B/W Not Available	Not Available Not Available Not Available
E	Not Available	Not Available	Not Available	Not Available	8.00x16.5, 8 ply, B/W (1) 9.50x16.5, 8 ply, B/W
F	Not Available Not Available Not Available	Not Available Not Available Not Available	Not Available Not Available Not Available	Not Available Not Available Not Available	7.50x16, 6 ply, B/W 7.50x16, 10 ply, B/W 9.50x16, 8 ply, B/W
G	9x15 Tracker A-T, outlined letter (2)	10x15 Tracker A-T, outlined letter (3)	Not Available	10x15 Tracker A-T, outlined letter (3)	Not Available
H	HR78x15, 2/4 ply, W/W	HR78x15, 2/4 ply, W/W	HR78x15, 2/4 ply, W/W	HR78x15, 2/4 ply, W/W	Not Available

(1) Standard tire (2) Standard tire on Renegade (3) Standard on wide wheel Cherokee, Honcho, Golden Eagle and "10-4" Pickups

A Steel-Belted Radials from Firestone and Goodyear combine road gripping traction with long tire mileage.

B Custom Power Cushion Polyester "78" tires offer superb traction, steering and road stability.

C Steel-Belted Radial Mud & Snow tires offer extra traction in snow and mud.

D Suburbanite Polyglas & Suburbanite XG Polyglas tires are designed for strength and super pulling power in mud and snow.

E Cushion Miler RV tires are made with Tufsyn, the strongest wearing rubber ever used in Goodyear truck tires.

F Custom Xtra Grip tires feature wide lugs for extra pulling power in ice and snow.

G Tracker A-T tires are a wide, all-terrain, all-weather tire designed for durability and rugged 4-WD use.

H F32 All Winter Radial tires are made of Flexten for remarkable adhesion when driving on slippery winter pavement.

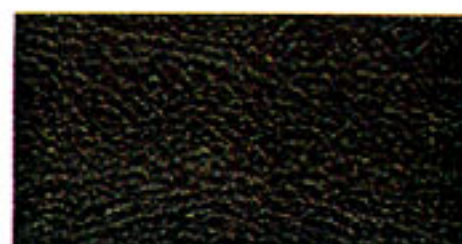
1978 Jeep® Colors & Trims



Wellington Vinyl
(Opt. Cherokee, Pickup)



Wellington Vinyl
(Opt. Cherokee, Pickup)



Wellington Vinyl
(Std. CJ; Opt. Cherokee, Pickup)



Wellington Vinyl*
(Std. CJ; Opt. Cherokee, Pickup)



Wellington Vinyl
(Opt. Cherokee, Pickup)



Lexington Stripe
(Std. Cherokee, Pickup)



Lexington Stripe
(Std. Cherokee, Pickup)



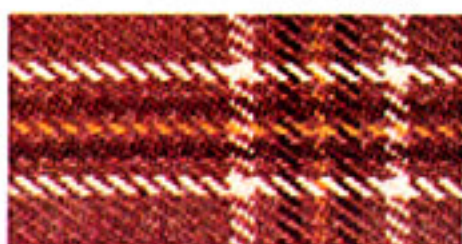
Lexington Stripe
(Std. Cherokee, Pickup)



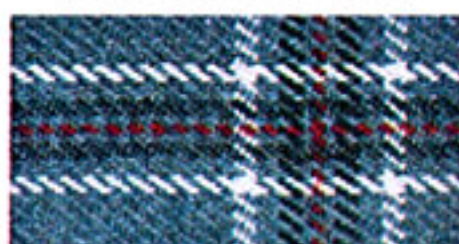
Brampton Plaid Fabric
(Opt. Wagoneer)



Brampton Plaid Fabric
(Opt. Wagoneer)



Brampton Plaid Fabric
(Opt. Wagoneer)



Brampton Plaid Fabric
(Opt. Wagoneer)



"Soft Feel" Vinyl
(Std. Wagoneer; Opt. Pickup)



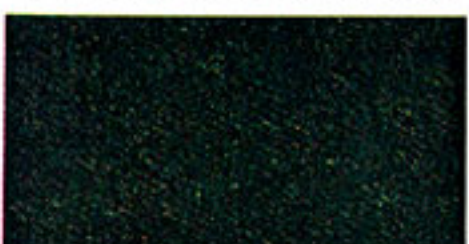
"Soft Feel" Vinyl
(Std. Wagoneer; Opt. Pickup)



"Soft Feel" Vinyl
(Std. Wagoneer; Opt. Pickup)



"Soft Feel" Vinyl
(Std. Wagoneer; Opt. Pickup)



Levi's® Fabric
(Opt. Cherokee, Pickup)



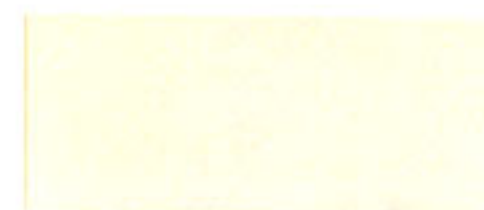
Levi's® Fabric
(Opt. Cherokee, Pickup)



Levi's® Vinyl
(Opt. CJ)



Levi's® Vinyl
(Opt. CJ)



Alpine White
(All models)



Pewter Gray Metallic
(NA G.E., "10-4")



Classic Black
(NA Chief Pkg.)



Golden Ginger Metallic
(All models)



Brilliant Blue
(NA Wagoneer, G.E., "10-4")



Firecracker Red
(NA Honcho, G.E.)



Sun Orange
(NA Wagoneer, G.E.)



Oakleaf Brown
(NA Wagoneer)



Mocha Brown Metallic
(NA Chief Pkg.)



Captain Blue Metallic
(NA G.E., "10-4")



Sunshine Yellow
(NA Golden Eagle)



Sand Tan
(All models)



Autumn Red Metallic
(NA Golden Eagle)



Loden Green Metallic
(NA Chief Pkg., "10-4")

*Flax bucket seats only with all other trim in black, blue or berry available on Cherokee and Pickup models.

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In California, a 258 CID 1-bbl. Six Cylinder engine and 3-speed floor mounted transmission is standard on CJ (4-speed optional). An optional 304 2-bbl. V-8 engine with 4-speed floor mounted transmission is also available. An automatic transmission with Quadra-Trac® is available on CJ-7 models only with either engine. On Cherokee, Wagoneer and Pickup models sold in California the only power train available is a 360 CID 2-bbl. V-8 engine with automatic transmission and Quadra-Trac®.

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