



STORIES OF THE SOUL

Stories that stir the soul and
embody the spirit of the Jeep® brand.

Tell us your story. jeep.com/75

   #jeep75

HONORING

75 YEARS

OF AN

UNSTOPPABLE

AND THE

GO ANYWHERE,

DO ANYTHING®

SPIRIT





THE BIRTH OF A LEGEND. In 1941, when the world needed heroes, one company in particular rose to answer the call. With courage and capability, Jeep® vehicles began a history-making legacy that the 2016 75th Anniversary Editions continue.

SPANNING 75 YEARS AND
NEARLY EVERY TERRAIN ON EARTH.

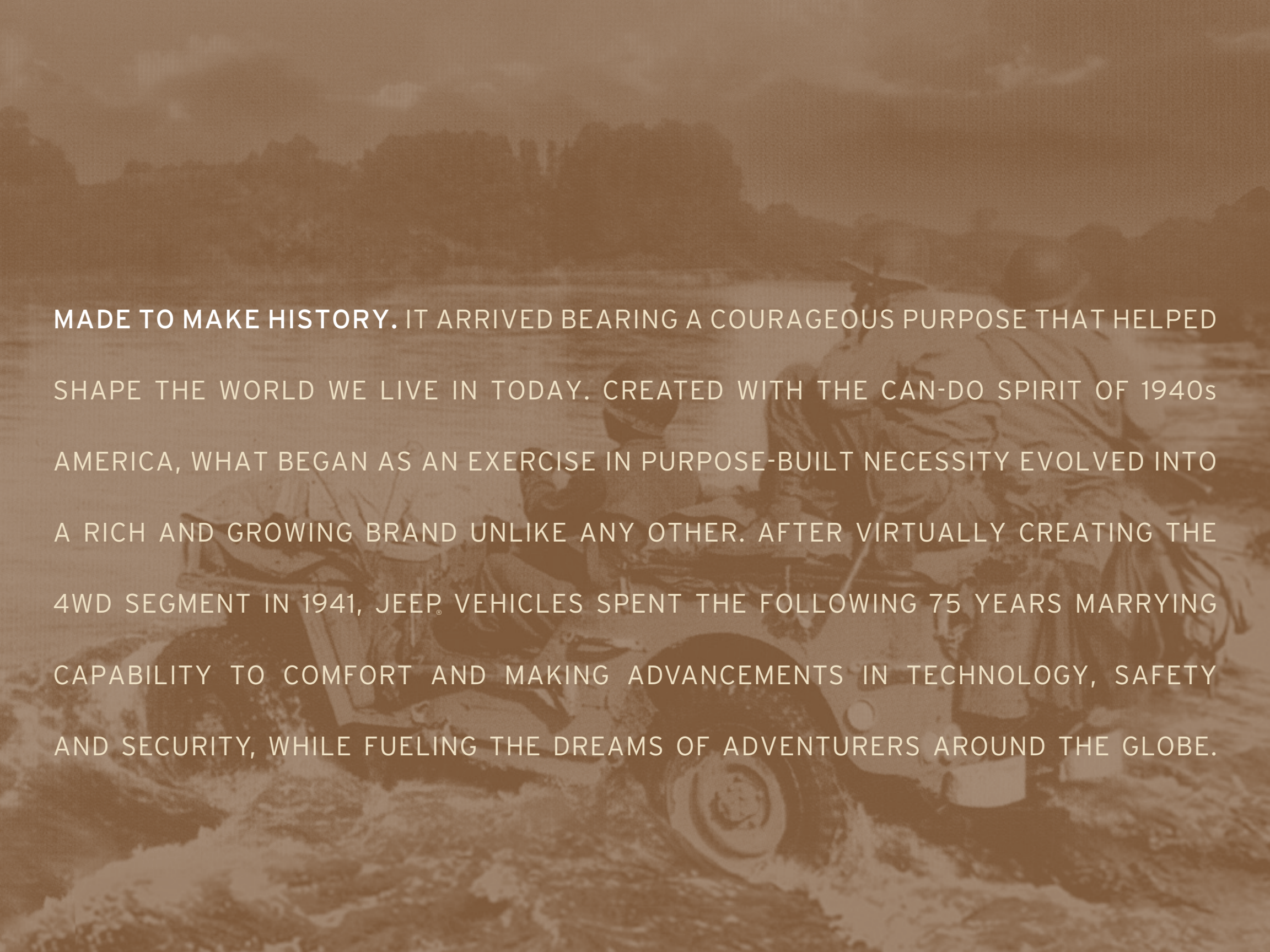
THE 2016

75TH ANNIVERSARY

EDITIONS



Jeep.

A sepia-toned photograph of a military jeep crossing a river. The jeep is in the foreground, moving from left to right, with water splashing around its wheels. In the background, two soldiers are visible on the riverbank, one standing and one crouching. The background is a dense line of trees under a cloudy sky.

MADE TO MAKE HISTORY. IT ARRIVED BEARING A COURAGEOUS PURPOSE THAT HELPED SHAPE THE WORLD WE LIVE IN TODAY. CREATED WITH THE CAN-DO SPIRIT OF 1940s AMERICA, WHAT BEGAN AS AN EXERCISE IN PURPOSE-BUILT NECESSITY EVOLVED INTO A RICH AND GROWING BRAND UNLIKE ANY OTHER. AFTER VIRTUALLY CREATING THE 4WD SEGMENT IN 1941, JEEP® VEHICLES SPENT THE FOLLOWING 75 YEARS MARRYING CAPABILITY TO COMFORT AND MAKING ADVANCEMENTS IN TECHNOLOGY, SAFETY AND SECURITY, WHILE FUELING THE DREAMS OF ADVENTURERS AROUND THE GLOBE.

"THROUGH HELL AND HIGH WATER"

THE JEEP FROM WILLYS-OVERLAND



ITS ORIGINS ARE HEROIC AND STRONG. The 1941 Willys MA arrived with a nine-slotted grille and was engineered to carry its occupants ever-forward with strength, determination and agility. Victory abroad created a legend at home. Civilians clamored for a hero of their own – one infused with creature comforts as well as the powerful, original DNA. Soon, the Jeep® 4x4 was a permanent fixture found on the road and within the hearts and minds of drivers across the U.S.

4-WHEEL DRIVE

Gets You There When Nothing Else Can!



< A MOUNTAIN'S WORTH OF MILESTONES >

1941

A HERO IS BORN. The Willys MA and Willys MB joined WWII Allies to help gain a game-changing advantage on the path to victory. Capable, versatile and revolutionary.



1945

AMERICA'S GREAT CONTRIBUTION. Amazingly adaptable, the tough and simple all-purpose MB "Jeep" became the GI's best friend and helped secure the Allies' victory.



PEACE-TIME SERVICE. Converted into the CJ-2A Universal, this new Jeep was marketed as "The All-Around Farm Work-Horse," and used worldwide.



1946

ROOM FOR MORE. The 463 Jeep Station Wagon was America's first all-steel wagon/utility vehicle, and featured a wash-out interior. Its fold-down tailgate was ahead of its time.



1955

THE NEW CLASSIC. The CJ-5 featured soft styling lines with a stronger powertrain and more comfortable interior. Its production spanned 30 years.



BIGGER, BETTER. Prized by collectors, the CJ-6 wheelbase was 20-inches longer than the CJ-5, with more room for people and gear, and delivered superior off-road capability.



1957

A NEW DESIGN. Its unique cab-over-engine design made the Jeep Forward-Control (FC) 4x4 stand out. Farmers could "go anywhere" with a full load.



'Jeep' Wagoneers

THE ROAD (AND TRAIL) TO POPULARITY. Ever evolving and exploring new capabilities, the Jeep® brand moved into the freedom-loving 1960s and '70s with panache. The yearning to Go Anywhere, Do Anything® became the mantra of a generation. A rapidly expanding lineup of vehicles, engineered with a new breed of 4x4 systems, opened the landscape. Families and fun-lovers across the nation discovered a renewed passion for off-road recreation and for the brand's array of new, luxurious features.



A legend must weather many storms.

1963

A PIONEER. Wagoneer offered passenger-car styling and comfort with room for more people and gear, combined with 4WD. Revolutionary.



1965

LOOK! IT'S A JEEPSTER! A favorite among die-hard fans, the Jeepster Commando provided four body options and a 160-hp "Dauntless" V6 engine.



1971

READY TO GO. Beginning with the J-10, this family of Jeep® performance trucks eventually included the Honcho and Golden Eagle with Levi® denim seats.



1975

ADVENTURE-MINDED. The Cherokee arrived as a sporty two-door version of the Wagoneer, complete with bucket seats and racy detailing designed to appeal to the young and adventurous crowd.



1976

A LITTLE BIGGER. A LOT BETTER. CJ-7 represented a big change in the original Jeep vehicle design. The longer wheelbase made room for an automatic transmission. Also offered: a molded plastic top and steel doors.



1978

THE ULTIMATE 4-WHEEL DRIVE. Designed with premium comforts, Wagoneer Limited was ultra-luxurious and included the innovative Quadra-Trac® 4x4 system. Later named the Grand Wagoneer.



1981

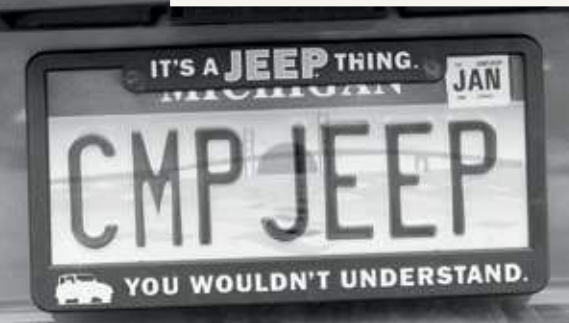
THE SMALL PICKUP ARRIVES. Answering the cry for more cargo room, the CJ-8 Scrambler featured a 103-inch wheelbase and a long rear overhang. The open-cab pickup was eye-catching and became popular among collectors.





IT'S A JEEP® THING. From the 1980s to the present, the Jeep® brand has expanded and evolved. The revolutionary Grand Cherokee debuted in 1993 and a new class of luxury SUV made history. New, exceptionally capable 4WD systems, exquisite luxuries and advanced technologies were developed. Bearing the honor of "The Most Awarded SUV Brand Ever,"^{1*} today's Jeep vehicles are as iconic as those that first helped change the world in 1941.

Jeep
THERE'S ONLY ONE



2007 WRANGLER UNLIMITED
Four-door with Rock-Trac

1984

BIRTH OF A CLASSIC. Cherokee's sharp profile and proportions were seen as an innovative step forward. Command-Trac® 4WD was standard fare, with the option of a two- or four-door model.



1993

LUXURY REDEFINED. Grand Cherokee redefined luxury and capability, offering Quadra-Coil™ suspension, revised Quadra-Trac® 4WD, and an air bag. Today, it reigns as the "Most Awarded SUV Ever."



2002

FREEDOM FOR ALL. With a rounded design blending on-road refinement and strength, Liberty also ruled off-road, thanks to the new available Selec-Trac® full-time 4WD and five-link suspension.



2007

MORE DOORS FOR MORE FUN. The unique four-door open-air design of Wrangler Unlimited integrated off-road capability with modern luxuries for five passengers. Plus, it had the most cargo space Wrangler had ever offered.



2011

"GRAND" REBORN. A complete redesign of Grand Cherokee reached a new level of poise and prowess, including Selec-Terrain® Traction Management, Quadra-Lift® air suspension and a world-class interior.



2014

CHEROKEE REDEFINED. With a progressive design, luxurious interior and next-generation technology, the new mid-size Cherokee gained immediate popularity. Outstanding efficiency, capability and versatility made it a classic reborn.



2015

THE MOST CAPABLE SMALL SUV EVER? Renegade® arrived with unique style. Adventure-seekers were offered an open door to the brand and unmatched capability that allowed them to travel the world their own way.



2016

75 YEARS STRONG. The Jeep Brand commemorates the milestone with special 75th Anniversary Edition vehicles.

* A note about this brochure: all disclaimers and disclosures can be found on the inside back cover.

< WRANGLER >



- BRONZE-FINISH EXTERIOR ACCENTS, INCLUDING UNIQUE BADGING, GRILLE INSERTS, HEADLAMP SURROUNDS AND TOW HOOKS
- BRONZE-FINISH OFF-ROAD FRONT AND REAR BUMPERS
- UNIQUE 17-INCH ALUMINUM WHEELS WITH BRONZE FINISH AND GOODYEAR® WRANGLER SILENT ARMOR TIRES
- POWER DOME VENTED HOOD
- RUBICON® ROCK RAILS
- COMMAND-TRAC® 4WD SYSTEM (4x4 ONLY)
- LEATHER-TRIMMED SEATS WITH EMBOSSED LOGO, OMBRE MESH INSERT AND DUAL-TONE TANGERINE/PEARL ACCENT STITCHING
- LEATHER-WRAPPED STEERING WHEEL WITH TANGERINE ACCENT STITCHING
- MOROCCAN SUN INTERIOR ACCENTS, INCLUDING A UNIQUE 75TH ANNIVERSARY GRAB HANDLE
- AVAILABLE IN SIX EXTERIOR COLORS (AT LEFT): SARGE GREEN, BLACK, GRANITE CRYSTAL METALLIC, MOJAVE SAND, BILLET SILVER METALLIC, BRIGHT WHITE AND TWO INTERIOR COLORS: BLACK OR DARK SADDLE

< GRAND CHEROKEE >



- ALL-NEW GRILLE AND FRONT FASCIA
- BRONZE-FINISH EXTERIOR ACCENTS, INCLUDING WHEELS, UNIQUE BADGING, GRILLE SURROUNDS AND FASCIA SURROUND ON LIMITED MODELS
- LEATHER-TRIMMED SEATS WITH EMBOSSED LOGO AND TANGERINE ACCENT STITCHING AVAILABLE ON LIMITED, WALLACE II CLOTH WITH OMBRE MESH INSERT AND TANGERINE ACCENT STITCHING AVAILABLE ON LAREDO
- MOROCCAN SUN INTERIOR ACCENTS
- QUADRA-TRAC I® 4WD SYSTEM (LAREDO 4x4 ONLY)
- QUADRA-TRAC II® ACTIVE FULL-TIME 4WD SYSTEM (LIMITED 4x4 ONLY)
- OFFERED ON LAREDO OR LIMITED TRIM LEVELS:
- LIMITED: POWER SUNROOF, 20-INCH BRONZE WHEELS, UCONNECT® 8.4 AND BLIND SPOT MONITORING³
- LAREDO: HEATED SEATS AND STEERING WHEEL, 18-INCH BRONZE WHEELS, UCONNECT 8.4, PARKSENSE® REAR PARK ASSIST SYSTEM⁴ AND PARKVIEW® REAR BACK-UP CAMERA⁴
- AVAILABLE IN FIVE EXTERIOR COLORS (AT RIGHT): RECON GREEN, BRILLIANT BLACK CRYSTAL PEARL, GRANITE CRYSTAL METALLIC, BILLET SILVER METALLIC, BRIGHT WHITE AND TWO INTERIOR COLORS: MOROCCO - BLACK OR NEW ZEALAND - BLACK/LIGHT FROST BEIGE



< CHEROKEE >

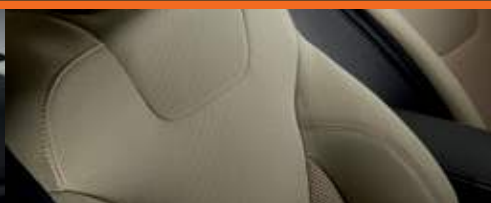


- BRONZE-FINISH EXTERIOR ACCENTS, INCLUDING UNIQUE BADGING, GRILLE SURROUNDS, FRONT FASCIA SURROUND AND ROOF RAILS
- UNIQUE 18-INCH BRONZE-FINISH WHEELS
- PREMIUM CLOTH-TRIMMED SEATS WITH OMBRE MESH INSERT AND DUAL-TONE TANGERINE/PEARL ACCENT STITCHING
- MOROCCAN SUN INTERIOR ACCENTS
- JEEP® ACTIVE DRIVE I, SINGLE-SPEED 4WD SYSTEM (4x4 ONLY)
- JEEP ACTIVE DRIVE II, 2-SPEED 4WD SYSTEM, INCLUDES OFF-ROAD, LIFTED SUSPENSION (4x4 ONLY)
- DUAL-TONE TANGERINE/PEARL UPPER DASH ACCENT STITCHING
- COMMANDVIEW® DUAL-PANE PANORAMIC SUNROOF
- 8.4" COLOR TOUCHSCREEN RADIO WITH SIRIUSXM® SATELLITE RADIO⁵
- 8-WAY POWER DRIVER'S SEAT WITH 4-WAY POWER LUMBAR ADJUSTER
- AVAILABLE IN SIX EXTERIOR COLORS (AT LEFT): RECON GREEN, BRILLIANT BLACK CRYSTAL PEARL, GRANITE CRYSTAL METALLIC, RHINO, BILLET SILVER METALLIC, BRIGHT WHITE AND TWO INTERIOR COLORS: MOROCCO - BLACK OR NEPAL - BLACK/LIGHT FROST BEIGE

< RENEGADE® >



- BRONZE-FINISH EXTERIOR ACCENTS, INCLUDING UNIQUE BADGING, GRILLE SURROUNDS, ROOF RAILS AND FOG LAMP BEZELS
- UNIQUE 18-INCH BRONZE-FINISH WHEELS
- PREMIUM CLOTH SEATS FEATURING OMBRE MESH INSERT (IN LINEN TO BLACK OR TANGERINE TO SANDSTORM) AND DUAL-TONE TANGERINE/PEARL ACCENT STITCHING
- MOROCCAN SUN INTERIOR ACCENTS
- JEEP ACTIVE DRIVE FULL-TIME 4WD SYSTEM (4x4 ONLY)
- MY SKY® OPEN-AIR ROOF SYSTEM
- BEATSAUDIO™ PREMIUM SOUND SYSTEM WITH NINE SPEAKERS INCLUDING SUBWOOFER
- AVAILABLE IN EIGHT EXTERIOR COLORS (AT RIGHT): JUNGLE GREEN, OMAHA ORANGE, BLACK, GRANITE CRYSTAL METALLIC, ANVIL, MOJAVE SAND, GLACIER METALLIC, ALPINE WHITE AND TWO INTERIOR COLORS: BLACK OR BLACK/SANDSTORM



< PATRIOT >



- BRONZE-FINISH EXTERIOR ACCENTS, INCLUDING UNIQUE BADGING, FRONT FASCIA SURROUND, ROOF RAILS AND TOW HOOKS (4x4 ONLY)
- UNIQUE 17-INCH ALUMINUM WHEELS WITH BRONZE FINISH
- LEATHER-TRIMMED SEATS FEATURING OMBRE MESH CLOTH INSERT (IN LINEN TO BLACK OR TANGERINE TO LIGHT FROST) WITH EMBOSSED LOGO AND DUAL-TONE TANGERINE/PEARL ACCENT STITCHING
- MOROCCAN SUN INTERIOR ACCENTS
- FREEDOM DRIVE I ACTIVE FULL-TIME 4WD SYSTEM WITH SELECTABLE LOCK MODE (4x4 ONLY)
- POWER SUNROOF
- REMOTE START SYSTEM
- LEATHER-WRAPPED STEERING WHEEL WITH AUDIO CONTROLS
- AVAILABLE IN FIVE EXTERIOR COLORS (AT LEFT): RECON GREEN, BLACK, GRANITE CRYSTAL METALLIC, BILLET SILVER METALLIC, BRIGHT WHITE AND TWO INTERIOR COLORS: DARK SLATE OR DARK SLATE/LIGHT FROST

< COMPASS >



- BRONZE-FINISH EXTERIOR ACCENTS, INCLUDING UNIQUE BADGING, FRONT FASCIA SURROUND, ROOF RAILS AND TOW HOOKS (4x4 ONLY)
- UNIQUE 18-INCH ALUMINUM WHEELS WITH BRONZE FINISH
- LEATHER-TRIMMED SEATS FEATURING OMBRE MESH CLOTH INSERT (IN LINEN TO BLACK OR TANGERINE TO LIGHT FROST) WITH EMBOSSED LOGO AND DUAL-TONE TANGERINE/PEARL ACCENT STITCHING
- MOROCCAN SUN INTERIOR ACCENTS
- FREEDOM DRIVE I ACTIVE FULL-TIME 4WD SYSTEM WITH SELECTABLE LOCK MODE (4x4 ONLY)
- POWER SUNROOF
- REMOTE START SYSTEM
- LEATHER-WRAPPED STEERING WHEEL WITH AUDIO CONTROLS
- AVAILABLE IN FIVE EXTERIOR COLORS (AT LEFT): RECON GREEN, BLACK, GRANITE CRYSTAL METALLIC, BILLET SILVER METALLIC, BRIGHT WHITE AND TWO INTERIOR COLORS: DARK SLATE OR DARK SLATE/LIGHT FROST





THE QUEST FOR

**FREEDOM AND
ADVENTURE**

REVEALS WHAT WE TREASURE MOST.

A green Jeep Wrangler is driving on a rocky, reddish-brown mountain trail. The vehicle's headlights are on, and it is kicking up a cloud of dust from the loose gravel. The background features steep, rugged mountains with patches of green vegetation and some snow or light-colored rock near the peaks. The sky is a deep blue with some wispy clouds.

MAKING

EXTRAORDINARY

JOURNEYS

POSSIBLE

SINCE 1941

MARK A. SMITH, FOUNDER OF JEEP JAMBOREE U.S.A. AND
ACCLAIMED OFF-ROAD EXPERT, NEGOTIATES THE FAMED
RUBICON TRAIL WITH A FRIEND IN A TRUSTY CJ2-A, CIRCA 1950.



Explore more at jeep.com/75

(1) The Jeep SUV brand has received more awards in its lifetime than any other SUV brand. (2) Most Capable Small SUV Ever is based on historical U.S. unibody B-SUV segment competitors as identified by *Ward's* Auto Small Crossover and Small SUV segments (years 1985 – 2014). 4x4 capability based on Jeep B-SUV offering low-range power transfer unit (PTU) with 20:1 crawl ratio, low-range 4x4 capability. (3) Always check visually for vehicles prior to changing lanes. (4) Always look before proceeding. An electronic drive aid is not a substitute for conscientious driving. Always be aware of your surroundings. (5) SiriusXM subscriptions for audio and data services are sold by SiriusXM to follow your trial subscription. **If you decide to continue listening after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates.** Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See the SiriusXM Customer Agreement for complete terms and more information at www.siriusxm.com. All fees and programming subject to change. Your equipment and features for SiriusXM services will vary depending upon the vehicle you select and may be limited in select markets.

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