

**AFFORDABLE,
DEPENDABLE,
AND BUILT FOR TODAY.**



Sales Promotion & Merchandising
Litho USA 8/82

Form #2-5424-835-07

A CLASSIC...



**WITH A HERITAGE
OF RUGGED
DEPENDABILITY.**

It all started...

with the illustrious, gutsy quarter-ton personnel and materials carrier developed for the military in World War II.

It continues nobly today, exemplified in the rugged, dependable Jeep® CJ-5 Renegade incorporating 43 years of technological improvements in 4WD systems design and engineering.



1945 Military Model MB

Jeep CJ originality is most distinctively stated in the handsome CJ-7 Laredo with its bold graphics, bright accents and impressive array of sporty special equipment to complement its legendary 4-wheel drive prowess.



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Jeep Scrambler, running mate to CJ-5/CJ-7, is the newest look in small pickups. It's an affordable, home-grown 4WD with a generous and deep cargo box and hefty 1,400 lb. maximum payload which makes it a go-almost-anywhere-under-the-sun fun and/or work machine.



...and it continues with a full line of Jeep vehicles to fit any needs.

Jeep is America's only complete family of 4-wheel drive vehicles. In addition to CJ and Scrambler, there's Jeep Cherokee, the family sized Sport truck, Jeep Pickup...the right tool for all kinds of jobs, and Jeep Wagoneer...the ultimate 4WD Wagon. These Jeep vehicles offer the extra security and traction of the exclusive Selec-Trac automatic 2WD/4WD system. It's standard on Jeep Wagoneer and available on Jeep Cherokee & J-10 Pickup models.



J-10 Honcho Sportside



Cherokee Pioneer 2-Door



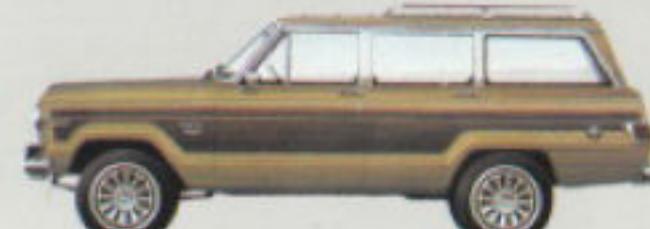
Cherokee Chief



J-20 Custom



Cherokee Pioneer 4-Door



Wagoneer Limited

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