



STORIES OF THE SOUL

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

Tell us your story. [jeep.com/75](http://jeep.com/75)

f t i #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 75<sup>th</sup> Anniversary Editions continue.

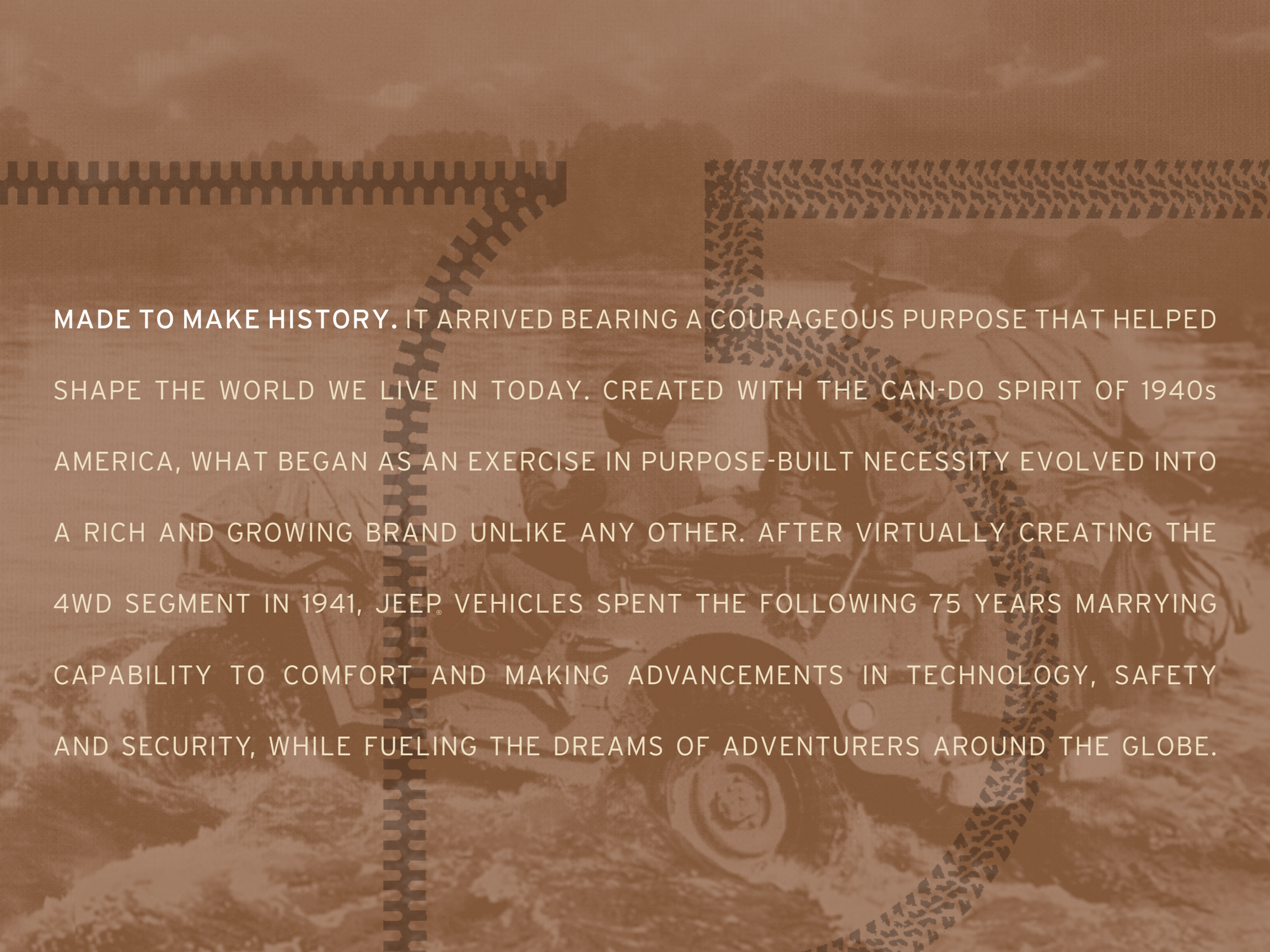
SPANNING 75 YEARS AND  
NEARLY EVERY TERRAIN ON EARTH.



THE 2016  
75<sup>TH</sup> ANNIVERSARY  
EDITIONS



Jeep.



**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 >

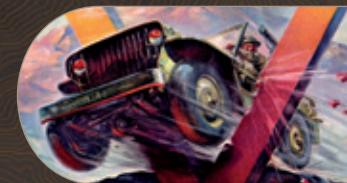
1941

**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 THE CARROT.



**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,"<sup>1\*</sup> today's Jeep vehicles are as iconic as those that first helped change the world in 1941.



2007 WRANGLER UNLIMITED Four-door with kayak rack

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

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 75<sup>th</sup> Anniversary Edition vehicles.





< 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 75<sup>TH</sup> 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 MONITORING<sup>3</sup>
- LAREDO: HEATED SEATS AND STEERING WHEEL, 18-INCH BRONZE WHEELS, UCONNECT 8.4, PARKSENSE® REAR PARK ASSIST SYSTEM<sup>4</sup> AND PARKVIEW® REAR BACK-UP CAMERA<sup>4</sup>
- 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 >

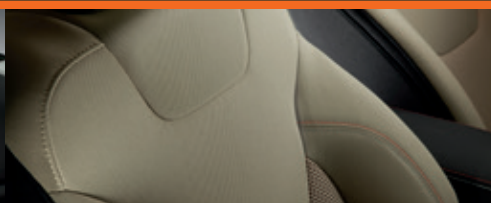


- BRONZE-FINISH EXTERIOR ACCENTS, INCLUDING UNIQUE BADGING, GRILLE SURROUNDS, FRONT FASCIA SURROUND AND ROOF RAILS
  - UNIQUE 18-INCH BRONZE-FINISH WHEELS
- PREMIUM CLOTH-TRIMMED SEATS WITH OMBRE MESH INSERT AND DUAL-TONE TANGERINE/PEARL ACCENT STITCHING
  - MOROCCAN SUN INTERIOR ACCENTS
- JEEP® ACTIVE 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 RADIO<sup>5</sup>
- 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.



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](http://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](http://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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