

 **Jeep**®



C h e r o k e e

Enter the Jeep Cherokee. The name conjures up images of a long and rich heritage - but the Jeep of today bears little resemblance to the spartan, open vehicles of the armed forces in the '30s and '40s - except for its outstanding stamina, versatility, power, manoeuvrability and durability.

Today's Jeep embodies the latest in sophisticated automotive design, 4-wheel drive engineering, classic styling and sheer passenger luxury.

The Cherokee Limited is unlike any 4-wheel drive vehicle you have seen before. This is a true luxury automobile, from its elegant wood-effect dashboard and door trim to its sumptuous, power adjustable leather seats, thick pile carpet and a level of standard features and equipment that you would traditionally only expect to find on so-called luxury saloons.

And the difference doesn't stop there. The Cherokee's unique Selec-Trac 4-wheel drive system and Trac-Loc limited slip rear differential provide the options of 2-wheel drive for normal driving conditions, full 4x4 for on-road use in wet or slippery conditions and part-time 4x4 low/high range configurations for when you want to venture off the beaten track - and you can shift between them while you are on the move.

You don't however need to throw a rocky creek bed in front of a Jeep to experience the sheer pleasure of driving the Cherokee.

It is equally at home in the city, the suburbs or on the open highway.

Wherever you choose to take it, you'll find the Cherokee sedate, elegant and comfortable when you want it to be, tough and uncompromising when you need it to be - and just plain exhilarating when the spirit takes you.

Refined as an executive boardroom, practical as a station wagon, comfortable as a limousine and as exciting as any spirited road machine you are ever likely to drive, the Jeep Cherokee, quite simply, is unrivalled in its class.



The Cherokee's comfort and luxury has been achieved without any sacrifice in performance.

The Cherokee Limited and Sport are powered by a sophisticated, smooth, 4.0 litre, 'High Output', multi-point fuel injected engine generating an impressive 135 kW at 4750 rpm, (184 bhp) that will take you from 0-100kmh in just 9.5 seconds.

Cherokee's coil/leaf suspension system, gas charged shock absorbers and power steering combine to provide superb road holding capabilities, precise handling and a high level of ride comfort. And to ensure you don't stray off-road when you don't want to, Cherokee Limited comes equipped with ABS braking as standard, to give you extra

directional stability, even under the most severe braking conditions.

The Cherokee Sport comes fully equipped with air conditioning, tilt adjustable power steering, power windows, power mirrors and door locks and body-side mouldings.

The Cherokee Limited offers all that plus leather upholstery, power adjustable front seats, alloy wheels, cruise control, ABS braking and a keyless entry system.

And if that's not enough to satisfy even the most discerning driver, your authorised Jeep dealer can offer a full range of accessories to help you personalise your Cherokee.



The Cherokee will awaken your spirit of adventure and take you to new horizons in absolute comfort.

The top of the line Cherokee Limited (left) is the perfect expression of your success and the ultimate expression of luxury in 4-wheel driving pleasure.



Cherokee's levels of refinement, comfort and uncompromising array of standard features make it unique in its class.

C h e r o k e e

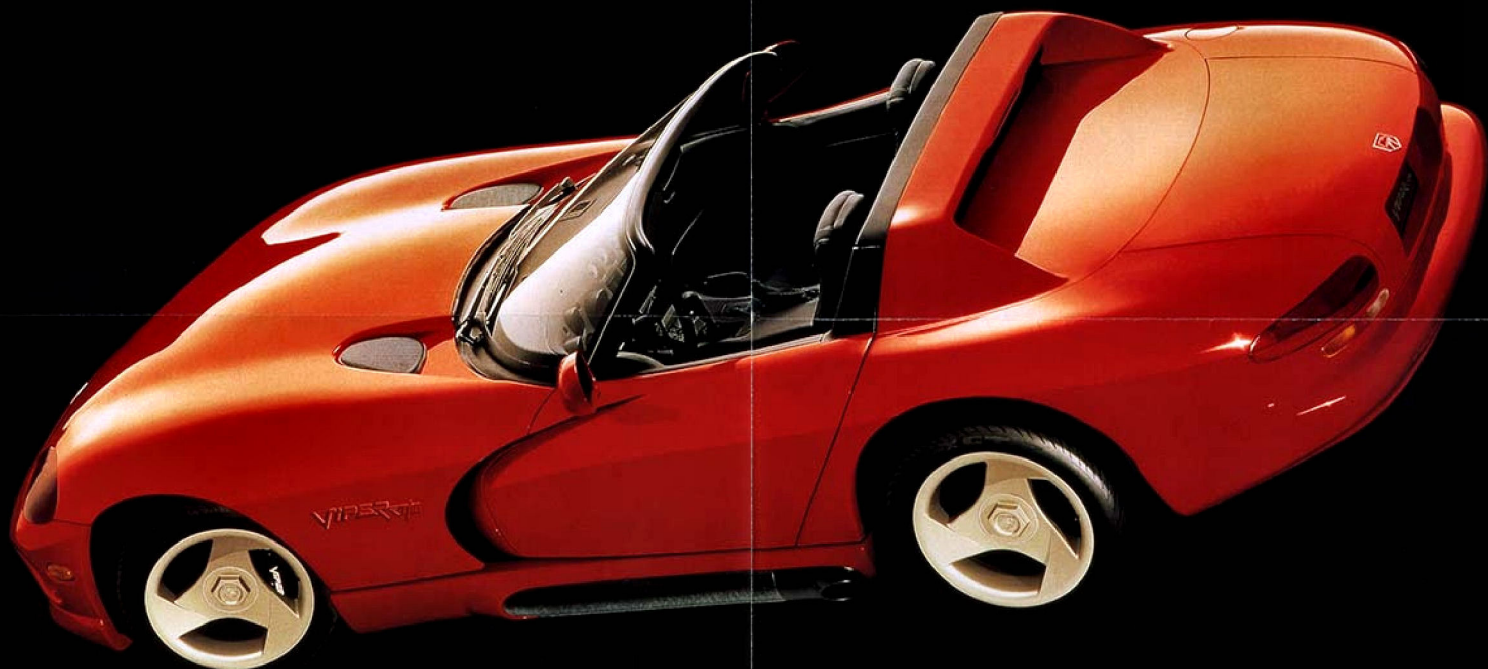
 **Jeep**

Specifications

Model -	Viper RT/10
Layout -	Two-seat sports car
Engine -	Aluminium B litre V10
Output -	400 horsepower at 4600 rpm
Gearbox -	6-speed manual
Wheels -	Front: 17x10 Rear: 17x13
Tyres -	Front: P275/40 ZR17 Rear: P235/35 ER17
Performance -	Top speed: 265km/h 0-100km/h: 4.5 seconds 0-160km/h: 14.5 seconds



VIPER RT/10



 **CHRYSLER**

The awesome Viper RT/10 is a high-speed peek into the future at Chrysler. Originally designed as a motor show display car, the Viper was rushed into limited production to satisfy overwhelming public demand. It is a sports car for the 1990s, which takes its inspiration from the '50s, with its long, low bonnet draped over a high performance V10 engine. The Viper, which is one of the world's true supercars - and can sprint from 0-100km/h in just 4.5 seconds, is only available in left-hand drive and will not be sold in Australia.

The 1993 Australian International Motor Show heralded the start of something big for Jeep in Australia.

Two of the best known names in motoring are coming down-under with an aggressive plan to re-establish a major American presence in the Australian new car market.

The launch of the Jeep Cherokee is the first phase of this program and two models - the Cherokee Sport and the Cherokee Limited - will be on sale early in 1994.

The giant Chrysler Corporation has a long-term plan for Australia, which will

see a broad selection of right-hand drive models - all built in the USA - progressively added to the range throughout the 1990's.

Chrysler intends to become a leading exporter during the decade and has already achieved significant success in Britain, Germany and other major European markets with its Jeep range.

Chrysler has also just launched an advanced small car - the Chrysler Neon - as part of its export program.

In the US domestic market, Chrysler has become the fastest growing

of the traditional 'Big Three' manufacturers, with significant improvements in its sales, market share and profitability from the start of 1993.

Chrysler Jeep Automotive Distributors Australia will handle the Jeep franchise in Australia and has created a strong business plan to progressively develop the range in the Australian market.

The Jeep Cherokee is being positioned as a high quality, high value, 4-wheel

drive contender with all the strengths and heritage of the legendary Jeep brand.

The Jeep Cherokee will be available through an extensive, nation-wide dealer network, which is currently being established to service Jeep owners, wherever and whenever they choose to travel.

The 45 dealers, selected from more than 250 applicants for the brand, will be the most qualified available.

The Jeep Cherokee will also be supported by an extensive package of owner benefits, including a 24-hour roadside assistance scheme and a 2 year/50,000km warranty.

"...the giant Chrysler Corporation has a long-term plan for Australia..."

"Jeep Cherokee is a high-quality, high-value, 4-wheel drive contender"

