

HONOURING

75 YEARS

OF AN

UNSTOPPABLE

ICON



AND THE

GO ANYWHERE,

DO ANYTHING®

SPIRIT.

Willys... PRESENTS TO THE WORLD

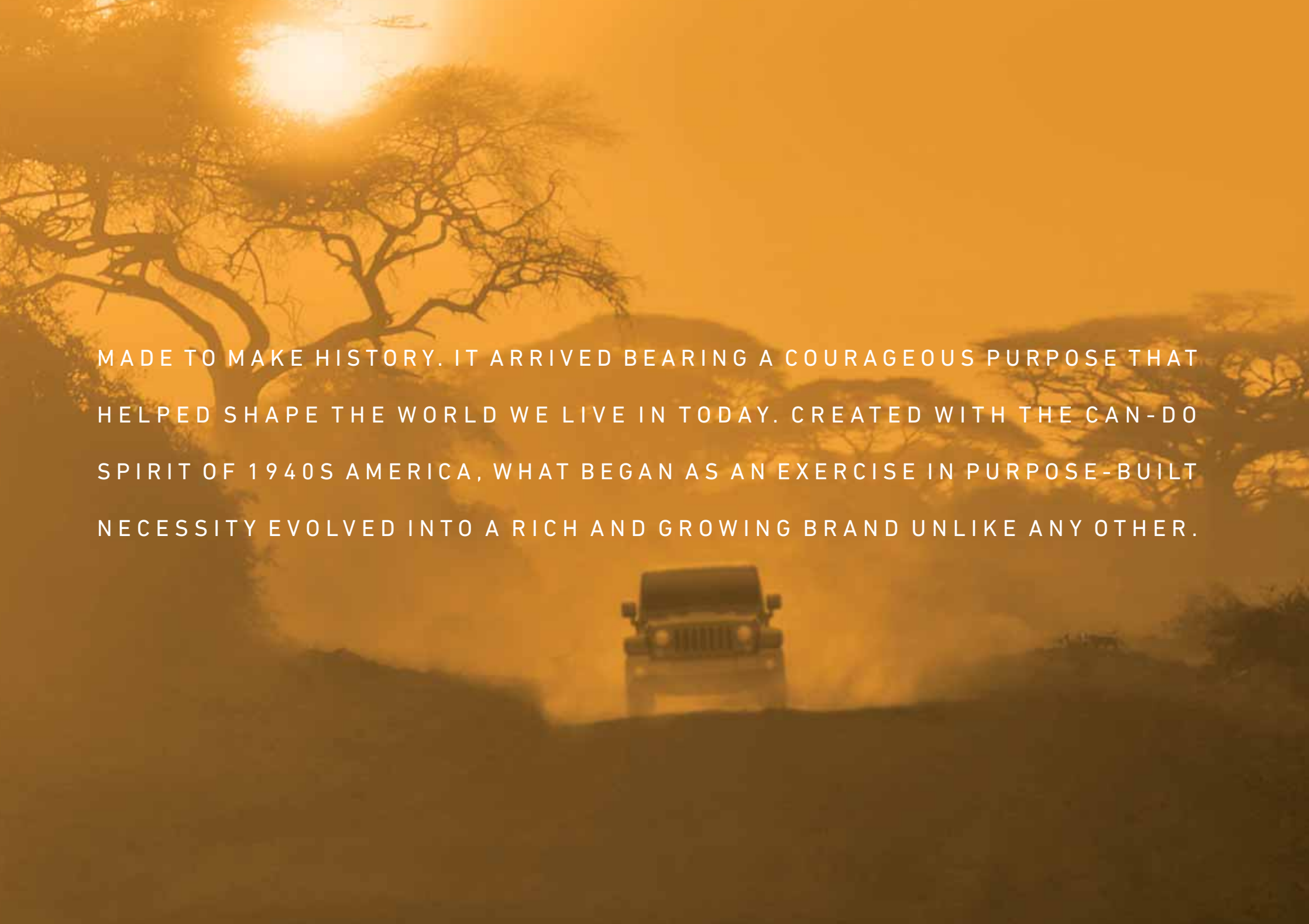
THE UNIVERSAL 'JEEP'...

"Here at Willys-Overland, we see our Universal 'Jeep' not as another motor vehicle, but as a new means of applying motive power to the world's work. Long tests on farms and in industrial use proved its incredible versatility and guided us in adapting it to civilian tasks. We believe that the 'Jeep' brings the world a new tool with which man can do his work faster, easier, and more economically."

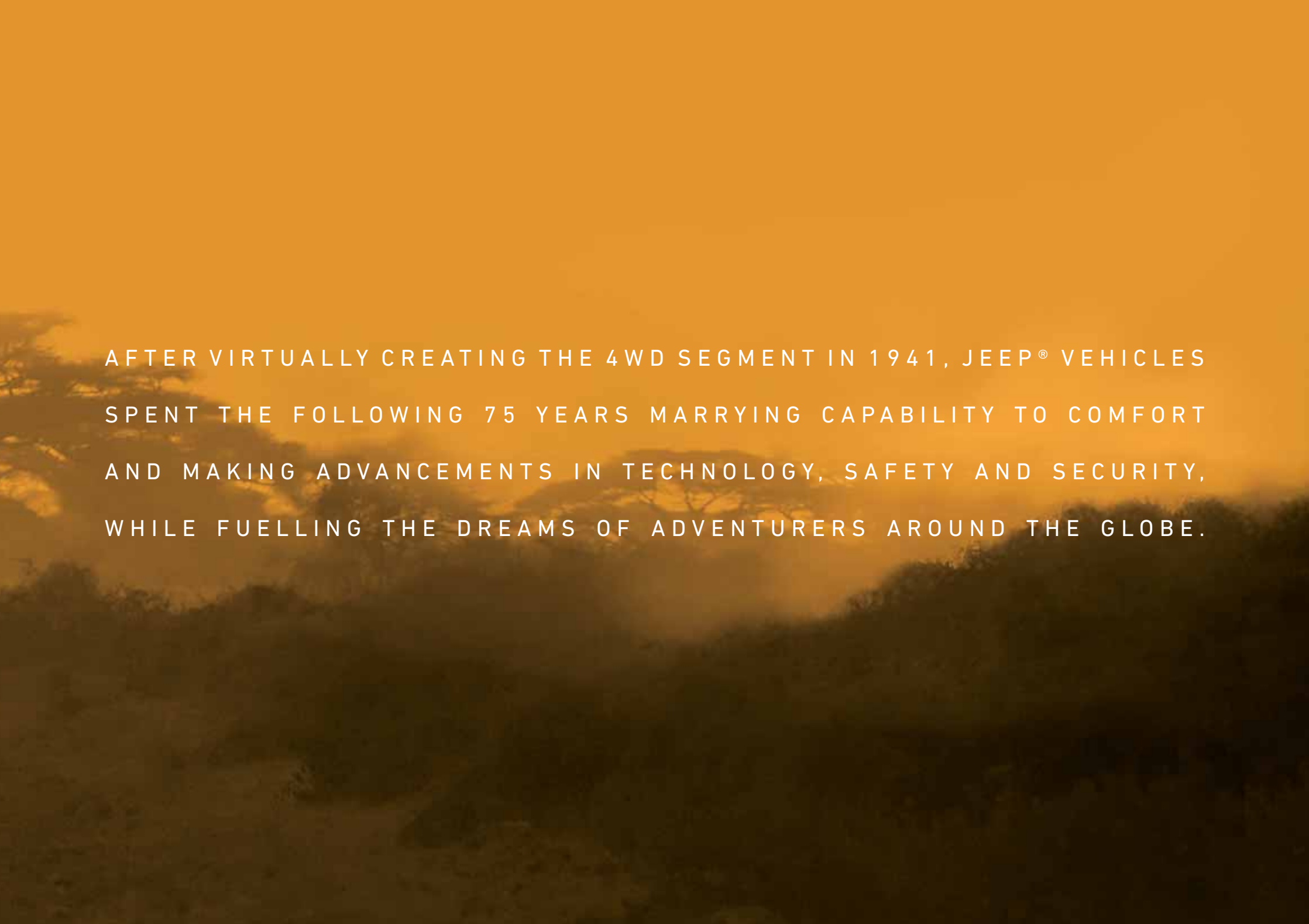
—Charles E. Sorensen
PRESIDENT





A vintage Jeep is driving away from the viewer on a dirt road, kicking up a cloud of dust. The scene is set at sunset, with a large, bright sun in the upper left corner, casting a warm, golden glow over the entire scene. The background features silhouettes of trees and rolling hills. The text is overlaid in the center of the image.

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 FUELLING THE DREAMS OF ADVENTURERS AROUND THE GLOBE.

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. It soon became a hero – by combining essential comfort with courage and capability. That’s why the Jeep® 4x4 became a symbol of strength found on the road and in the hearts and minds of drivers across the U.S.



THE BEGINNING. Capable, versatile and revolutionary, both the Willys MA and the Willys MB were born in 1941.

1941



A WINNING VEHICLE. Amazingly adaptable, the tough and simple all-purpose MB "Jeep" soon became the go-to vehicle for tackling the harshest terrains.

1945



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.



4-WHEEL DRIVE

Gets You There When Nothing Else Can!



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.



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.

1955

1957



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 PIONEER. Wagoneer offered passenger-car styling and comfort with room for more people and gear, combined with 4WD. The pioneer of Luxury SUV.



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.



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.



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.



1963

1965

1971

1975



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.

1976



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.

1978



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.

1981



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," today's Jeep® vehicles are as iconic as those that first helped change the world in 1941.



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.

1984



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."

1993



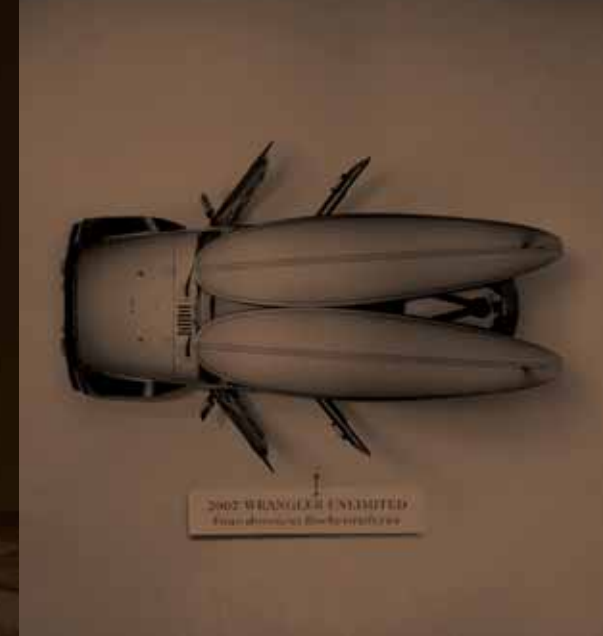
FREEDOM FOR ALL. With a rounded design blending on-road refinement and strength, Liberty also ruled off-road, thanks to the new available Selec-Trac® full-time 4WD and five-link suspension.

2002



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.

2007



"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.

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.

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.

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

2011

2013

2014

2016



THE 2016

75TH ANNIVERSARY

EDITIONS



SPANNING 75 YEARS AND
NEARLY EVERY TERRAIN ON EARTH.



Jeep





< RENEGADE >

Exterior design

- Bronze-finish exterior accents, including unique badging, grille surrounds, fog lamp bezels and roof rails
- Unique 18-inch bronze-finish wheels

Interior design

- Black or Sandstorm & Tangerine cloth seats and black dashboard
- Moroccan sun bezels

Comfort & Technology

- UConnect 6.5" Touchscreen with Bluetooth, Live Services & Satellite Navigation
- My Sky® Open Air Roof - Power sliding
- Premium Instrument Cluster with 7" colour TFT display
- Forward Collision Warning-Plus with Mitigation
- Lanesense® Lane Departure Warning-Plus
- Dual Zone Climate Control

Engines

- Diesel: 2.0 MultiJet II 140hp 6-speed manual transmission, 2.0 MultiJet II 140hp 9-speed automatic transmission
- Petrol: 1.4 MultiAir II 170hp 9-speed automatic transmission

Capabilities

- Jeep® Active Drive
- Jeep® Active Drive Low
- Selec-Terrain™ System

Availability

- May 2016





< WRANGLER >

Exterior design

- Bronze-finish exterior accents, including unique badging, grille inserts and headlamp surrounds
- Unique 18-inch bronze-finish wheels
- Power dome hood with air vents
- Rubicon® Rock Rails

Interior design

- Black or dual-tone brown/tangerine leather-trimmed seats with embossed logo, ombre mesh insert and pearl accent stitching
- Moroccan sun interior accents, including a unique 75th Anniversary grab handle

Comfort & Technology

- Uconnect™ 6.5" Navigation system
- Alpine® Premium Audio System with Subwoofer

- Body-colour Dual Top
- Heated front seats
- Mopar slush mats
- Leather wrapped steering wheel with audio control
- Climate control
- Cruise Control

Engines

- Diesel: 2.8 CRD 200hp automatic transmission
- Petrol: 3.6 Pentastar V6 284hp automatic transmission

Capabilities

- Command-Trac®

Availability

- August 2016





< CHEROKEE >

Exterior design

- Bronze-finish exterior accents, including unique badging, grille surrounds, front fascia surround and roof rails
- Unique 18-inch bronze-finish wheels

Interior design

- Nappa leather seats with embossed logo and dual-tone tangerine/pearl accent stitching

Comfort & Technology

- Uconnect™ 8.4" Navigation system
- Alpine® Premium Sound System
- Command view® Dual-Pane Panoramic Sunroof
- 8-way power adjustable, heated and ventilated front seats
- Park Sense Front and Rear (Park Assist) with rear back-up camera
- Heated Steering Wheel

- Power Liftgate
- Cluster with 7" TFT color display
- Keyless Enter'n Go

Engines

- Diesel: 2.0 MultiJet II 170hp, 2.2 MultiJet II 200hp both with 9-speed automatic transmission

Capabilities

- Jeep® Active Drive I
- Jeep® Active Drive II
- Selec-Terrain™ System

Availability

- May 2016





< GRAND CHEROKEE >

Exterior design

- All-new unique grille and front fascia
- Bronze-finish exterior accents, including wheels, unique badging, grille surrounds and fascia surround
- Bi-Xenon headlamps with new LED Fog lamps
- Unique 20-inch bronze-finish wheels

Interior design

- Nappa leather in Morocco Black or New Zealand Black/Light Frost Beige trimmed seats with embossed logo and tangerine accent stitching
- Leather wrapped instrument panel, console armrest and door trim
- Moroccan sun accents

Comfort & Technology

- Uconnect™ 8.4" Navigation system
- Alpine® Premium Audio system with high-powered 12-channel, 506 watt amplifier, nine speakers and a subwoofer
- Command view® Dual-Pane Panoramic Sunroof
- Heated and ventilated seats (1st and 2nd Row Heated only)

- 8-way power adjustable driver and passenger seats
- Park Sense Front and Rear (Park Assist) with rear back-up camera
- Advanced Brake Assist Plus
- Full Speed Forward Collision Warning Plus
- Adaptive Cruise Control with stop
- Blind Spot Monitoring with Rear Cross Detection
- Power Liftgate

Engines

- Diesel: 3.0 MultiJet II 250hp 8-speed automatic transmission

Capabilities

- Quadra-Trac II®
- Selec-Terrain™ System
- Quadra-Lift™ air suspension

Availability

- July 2016

RENEGADE



Jungle Green



Granite Crystal Metallic



Alpine White



Solid Black

also available in dual tone combination with black roof

WRANGLER



Sarge Green



Black



Bright White

CHEROKEE



Recon Green



Brilliant Black Crystal Pearl



Granite Crystal Metallic



Billet Silver Metallic



Bright White

GRAND CHEROKEE



Recon Green



Brilliant Black Crystal Pearl



Granite Crystal Metallic



Bright White

4X4 SYSTEMS SINCE THE BEGINNING, THE JEEP® BRAND HAS REPRESENTED A PROMISE. A PROMISE OF FREEDOM, ADVENTURE, AND THE OPPORTUNITY TO CHOOSE YOUR OWN PATH. SO YOU CAN BE SURE THAT OUR INCOMPARABLE RANGE OF SOPHISTICATED 4X4 SYSTEMS WILL HELP YOU OVERCOME ALMOST ANY OBSTACLE. AS LEADERS IN ALL-WEATHER CAPABILITY JEEP 4X4S ALSO PREPARE YOU FOR WHATEVER MOTHER NATURE THROWS YOUR WAY.

RENEGADE

JEEP® ACTIVE DRIVE 4X4

It features a class-exclusive rear axle disconnect that only engages when necessary for improved fuel efficiency. The Selec-Terrain® traction management system provides all-weather capability in four modes: Auto, Snow, Sand and Mud. A standard Brake Lock Differential works with the advanced 4x4 system to provide outstanding capability.

JEEP® ACTIVE DRIVE 4X4 LOW

It includes all the features of the Jeep® Active Drive and adds an upgraded system which affords a 20:1 crawl ratio for genuine 4x4 capability and Hill-descent Control function. The 4WD Low mode is great for low-speed traction.

WRANGLER

COMMAND-TRAC® 4X4

It is a proven shift-on-the-fly system with a 2.72:1 low range for rock crawling. Command-Trac® 4x4 splits torque 50/50 to the front and rear axles for off-roading or conditions where more traction is required.

CHEROKEE

JEEP® ACTIVE DRIVE I 4X4

It features a class-exclusive rear axle disconnect that only engages when necessary for improved fuel efficiency. The Selec-Terrain® traction management system includes: Auto, Snow, Sport and Sand/Mud modes for added all-weather capability. A standard Brake Lock Differential works with the advanced 4x4 system to provide outstanding capability.

JEEP® ACTIVE DRIVE II 4X4

It includes all the features of the Jeep® Active Drive I, adds the Hill-descent Control functionality and a 2 speed power transfer unit with low range for added capability. The 4WD Low mode is great for extra-low-speed traction. A remarkable 48:1 crawl ratio allows a more controlled throttle response at lower speeds.

GRAND CHEROKEE

QUADRA-TRAC II® 4X4

It is an active, full-time 4x4 system with a 2 speed transfer case that functions in 4WD until additional traction is needed. It then reacts by electronically engaging the clutch pack to transfer up to 100% of the torque to either axle. The system works with the Brake Lock Differential and Four-Wheel Brake Traction Control systems to deliver confident all-weather traction. The Quadra-Trac II 4x4 system also features a 2.72:1 low range and neutral for flat towing. The Selec-Terrain® traction-control system includes: Auto, Snow, Sand, Mud and Rock modes for optimum performance on all road conditions.

Quadra-Lift™ system gives ultimate control of the suspensions by raising the vehicle to a maximum ground clearance of 280 mm which is 60 mm higher than normal ride height. It can also lower 40mm for easy entry, exit and loading.

JEEP RANGE FUEL CONSUMPTION

Official fuel consumption figures for Jeep range mpg (l.100km): extra urban 29.4 (9.6) - 70.6 (4.0), urban 13.9 (20.3) - 55.4 (5.1), combined 20.9 (13.5) - 64.2 (4.4), co2 emissions: 315 to 115 g/km.



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