

JEEP: BEST OF THE BEST

OFF-ROAD
INNOVATION
FROM THE LEADER
IN SPORT/UTILITY
VEHICLES



THE JEEP® LEGEND

Legendary—a word that certainly applies to Jeep vehicles . . . alone in their class. The Jeep vehicle was the original road warrior, the workhorse of World War II. It started a whole new automotive category, the sport/utility class. Over the past 50 years it has evolved into a family of life-style vehicles that live up to the Jeep legend and give it new meaning.

IKE LIKED IT

Some say the Jeep vehicle took its name from a Popeye comic-strip character. Others claim it derived from the military designation G.P. (General Purpose). One undisputed historical fact is

this pugnacious, no-nonsense, four-wheel drive vehicle was field-tested in 1941 under the command of Col. Dwight D. Eisenhower. Apparently, Ike thought enough of the Jeep vehicle to approve it for service, and its war record speaks for itself.

When the GIs came home, they scooped up every surplus Jeep vehicle they could find and started a trend that hasn't ended yet. Willys-Overland, which built 357,114 Jeep vehicles during the war, anticipated the demand, and the first CJ (Civilian Jeep) model rolled off the line in 1945, not long after the shooting stopped.

Tough, durable and able to negotiate the most difficult terrain, Jeep vehicles quickly became favorites of hunters, outdoorsmen and people who needed to go places no other vehicle could take them.

JEEPSTERS AND MORE

Auto technology moved fast in the postwar years, and Jeep vehicles helped set the pace with improved engines, 4WD drivelines and other hardware. They also provided the underpinnings for new kinds of vehicles: a pick-up truck and station wagon in 1947; the sporty, and now collectible, Jeepster in 1948; even a fire engine and a pastel-colored, fringed-top model called the Gala for shuttling people around resorts.

As Jeep vehicles evolved, each major body or chassis change was marked by adding a digit to the CJ designation. The CJ-5 was introduced in 1954 and

proved to be the most durable model in the Jeep family's history, lasting until 1983, with detail improvements along the way.

A new and very different branch of the Jeep family sprouted in 1963 with the introduction of the Gladiator, which would eventually become the Wagoneer. After a number of permutations the Wagoneer generated several derivative models.

THE MODERN ERA

Changes came rapidly in the eighties. The current Cherokee SportWagon appeared in 1983. An innovative vehicle, it mixed Jeep durability with comfort and style and made the sport/utility vehicle fashionable. The CJ series came to an end in 1986 with the phasing out of the CJ-7. That year the all-new

Wrangler was introduced, which built on the traditional toughness with improved ride, comfort and up-to-date conveniences.

Today, after five decades and four parent companies, the Jeep family is thriving underneath the Chrysler umbrella. These vehicles are as modern as the latest technology can produce, but they have all the virtues that have made the Jeep name a legend in its own time.

1949 Willys Overland Wagon



1961 Willys Overland Pickup



1979 Jeep CJ-5



1991 Jeep Cherokee Laredo



1985 Jeep CJ-7



1946 Jeep CJ-2A



1951 Willys Overland Jeepster



1991 Jeep Wrangler Laredo



1944 MB Military Jeep



JEEP® WRANGLER RENEGADE...THE MOST POWERFUL JEEP® 4x4 EVER MADE



It may be called a Renegade, but this Jeep model has a blue-blooded pedigree that goes back 50 years—it's the latest in a long line of vehicles known worldwide for rugged durability and go-anywhere performance. Furthermore, it's the most powerful Jeep model yet.

The Renegade wraps five decades of development into a fun package that embodies what off-highway is all about—a tough running gear, cutting-edge engineering, unmistakable Jeep style—and further refines it with a long list of standard features that make the Renegade as much a pleasure to drive around town as off the highway.

BIG-SIX POWER

The Renegade's authority comes from what's under the hood—the 4.0 litre Power-Tech Six high output, the most powerful engine ever bolted into the Wrangler. (Standard for the Renegade, this engine is available as an option on all Wrangler models except the S.)

This engine pumps out a muscular 180 horsepower at 4750 rpm and 220 pounds-feet of torque at 4000 rpm—the most useful rpm range for the kind of driving Jeep vehicles are famous for: going from here to there no matter what obstacles lie in between.

The standard transmission is a slick-shifting 5-speed manual (A 3-speed au-

tomatic is optional). It's a smooth-running, hard-pulling driveline that's built to last.

TOUGH TECH

Traditional Jeep vehicle running gear—multi-leaf-spring front and rear suspensions, solid axle, front stabilizer bar and dual-action shock absorbers—helps the Renegade master any situation. High-tech items such as variable-ratio power-assisted steering, Trac-Lok rear differential and Command-Trac®, the Jeep part-time four-wheel drive system, allow it to do the job with driver-pleasing ease. Additionally, the tough Wrangler Renegade comes with front power-assist disc brakes, a 20-gallon fuel tank and diamondplate skidplates to protect the undercarriage.

EASY GOING

Tenacious as it is off the highway, the Renegade is smooth and pleasant on the pavement with extra-quiet insulation under the hood, reclining high-back bucket seats in front, a leather-wrapped steering wheel, intermittent wipers and an electronically tuned AM/FM stereo. Large 29x9.5R15LT steel-belted radial tires mounted on 15x8 five-hole aluminum wheels give the Renegade a special look that's enhanced by body color bumpers, fender flares, halogen fog lamps and silver and black stripes. You can't miss it.



RENEGADE READY TO RUN: Aluminum wheels plus trim and amenities such as a leather-wrapped steering wheel give the Renegade a special style.



JEEP® CHEROKEE ...THE BEST JUST GOT BETTER

Over the past half-century, Jeep vehicles introduced the world to four-wheel drive, but it took the Cherokee to make it fashionable. With its elegant lines, plush accommodations and trend-setting style, the Cherokee put the sport into sport/utility and became the favorite of a young generation with an adventurous lifestyle. In 1991, Cherokee stays ahead of its imitators with more power, further refinement and new models.

HIGH-OUTPUT PERFORMANCE

The most powerful engine in its class is now standard in all Cherokee mod-

els, except Base versions.

The 4.0 litre Power-Tech Six high output engine puts 190 horsepower and 225 pounds-feet of torque at the driver's disposal. Tuned for peak power in the upper mid-range, this engine makes the Cherokee as responsive around town as it is off-highway or at highway speed. The 4-speed automatic (standard on the Cherokee Briarwood and Limited, optional on other models with the Power-Tech Six) has an over-drive fourth for efficiency.

SHIFT-ON-THE-FLY

Cherokee four-wheel drive models use the Jeep exclusive Selec-Trac® or Command-Trac transfer cases. Both feature on-the-fly operation, which means they can be shifted from two-to four-wheel drive or back at any time with the flick of a lever.

Selec-Trac (standard on the Briarwood and Limited) is the most versatile four-wheel system on the market with both high and low range. Its all-surface mode lets the driveline stay in four-wheel drive indefinitely with no adverse effects.

Command-Trac, standard on the Base, Sport and Laredo models, has automatic front-axle disconnect and is designed for effortless shifting from two-to four-wheel drive when extra traction is needed.

ANTI-LOCK BRAKES

Cherokee pioneered the first anti-lock brake system (ABS) for trucks that operates while four-wheel drive is engaged. It increases the margin of safety by modulating the brakes so the wheels won't lock under hard braking on slippery surfaces. Consequently, the driver can maintain steering control.

WITH THE NEW 50TH ANNIVERSARY DISCOUNTS, THERE'S NEVER BEEN A BETTER TIME TO BUY A CHEROKEE. SEE YOUR DEALER NOW!



STYLE AND VALUE—THE NEW CHEROKEE SPORT FOUR-DOOR

This high-value model combines sporty appeal with unmistakable Cherokee looks and style. Available in both two- and four-wheel drive, with two doors and now a four-door version, it offers value-minded buyers a wide selection of equipment choices.

The Cherokee Sport's standard equipment includes Goodyear Wrangler® tires, power-assisted brakes, fender flares, an air dam and an AM/FM four-speaker stereo. Available options range from the Cherokee's heavy-duty Off-Road Package to power windows and door locks. Why buy an ordinary 4x4 when you can own the American Legend?



The most luxurious Cherokee, the Briarwood, raises elegance to a new level.



In town or off the highway, the classy and sophisticated Jeep Cherokee Limited offers comfort, reliability and its own matchless brand of style.



50TH ANNIVERSARY DISCOUNTS

To celebrate 50 years of Jeep heritage, your dealer is offering exciting buyer incentives right now. This is your chance to own a Cherokee, 4-Wheel & Off-Road's Best of the Best award winner, at a price that's hard for the competition to beat.

Visit your nearest dealer and test-drive a brand-new Cherokee, the incentives are across the board—any model in the Cherokee line. Don't pass up your chance to get one of the best deals on a Jeep vehicle in 50 years. Call 1-800-JEEP EAGLE for more information.

JEEP® TECHNOLOGY —RUGGED AND REFINED

Fifty years of experience and innovation in four-wheel drive technology place Jeep vehicles far ahead of the competition. From engines and transmissions to suspensions and brakes, the Jeep family relies on tried-and-proven components and sophisticated engineering that, on or off the highway, are the muscle and sinew behind a worldwide reputation for reliability and best-in-class performance.

POWER AND RELIABILITY

There are three powerplants in the Jeep family, and each is specifically engineered to match the needs and lifestyles of Jeep vehicle owners.

The standard engine for select Jeep models is the rugged 2.5 litre EFI 4-cylinder. It's one of the strongest engines in its class, and with its advanced electronic fuel injection, it strikes a no-tradeoff balance between performance and efficiency.

At the other end of the scale is the big, brawny V8 that's standard equipment on the Jeep Grand Wagoneer. Its 5.9 litre displacement and high-torque design easily handle the large payloads the Wagoneer is designed to carry.

Yet the all-star of Jeep powerplants is the high-output, 4.0 litre Power-Tech Six, the most powerful engine in its class.

POWER-TECH SIX

A world-record holder, with four international top-speed marks to its credit (powering a specially prepared Jeep Comanche), the Power-Tech Six uses state-of-the-art design to yield an almost unheard-of combination of performance, efficiency, smoothness and durability.

Its strength is rooted in a cast-iron cylinder block and a husky crankshaft with eight counterweights for smooth running. A high-flow cast-iron cylinder head with large-diameter valves provides free breathing; double-quench combustion chambers burn the fuel quickly and efficiently. Multi-point fuel injection, a cylinder-by-cylinder knock control system and a sophisticated digital engine management computer combine for maximum power and impressive fuel economy.

With more than 180 horsepower and 220 pounds-feet of torque in its Cherokee version, the Power-Tech Six is a stump-puller that's equally comfortable climbing a steep grade or pulling a trailer. It's standard on the Wrangler Renegade and a number of Cherokee models and optional throughout the Wrangler, Cherokee and Comanche lines.

JEEP® POWER-TECH SIX SPECIFICATIONS

Engine type.....	Overhead valve inline six cylinder
Horsepower (SAE net @ rpm)	190@4750
Torque (SAE net lb-ft @ rpm)	225@4000
Bore & stroke.....	3.88 in. x 3.41 in.
Displacement	4.0 litres (241.6 cu. in.)
Compression ratio	9.2:1
Ignition system	Integrated electronic
Fuel induction system	Sequential multi-point electronic fuel injection (MPI)
Valvetrain.....	Hydraulic valve lifters, pushrods, rocker arms, two valves per cylinder, positive valve stem seals
Intake valve diameter	1.91 in.
Exhaust valve diameter	1.50 in.
Cylinder head	High-flow cast-iron
Combustion chamber.....	Double-quench type
Cylinder (head) volume	3.46 cu. in.
Firing order	1-5-3-6-2-4
Engine block	Cast nodular iron
Number of main bearings.....	Seven
Main journal diameter	2.5 in.
Deck height.....	9.43 in.



**THE MOST POWERFUL
ENGINE IN ITS CLASS**

**JEEP® FOUR-WHEEL DRIVE—
TIME-PROVEN DESIGN**

The Jeep drivelines have proven durable over five decades of hard use, surviving everything from combat to commuting. What's more, today's Jeep vehicles match their legendary toughness with state-of-the-art transmissions, drive systems and ABS brakes (see box this page).

SMOOTH SHIFTING

Jeep vehicles offer a variety of transmissions, including a 4-speed manual (standard on Comanche SportTrucks), 5-speed manual and 3- or 4-speed automatics.

Standard on Grand Wagoneer and optional on Wrangler models, the 3-speed automatic is designed to use third in normal driving and first and second when extra power is needed for climbing hills or rough going.

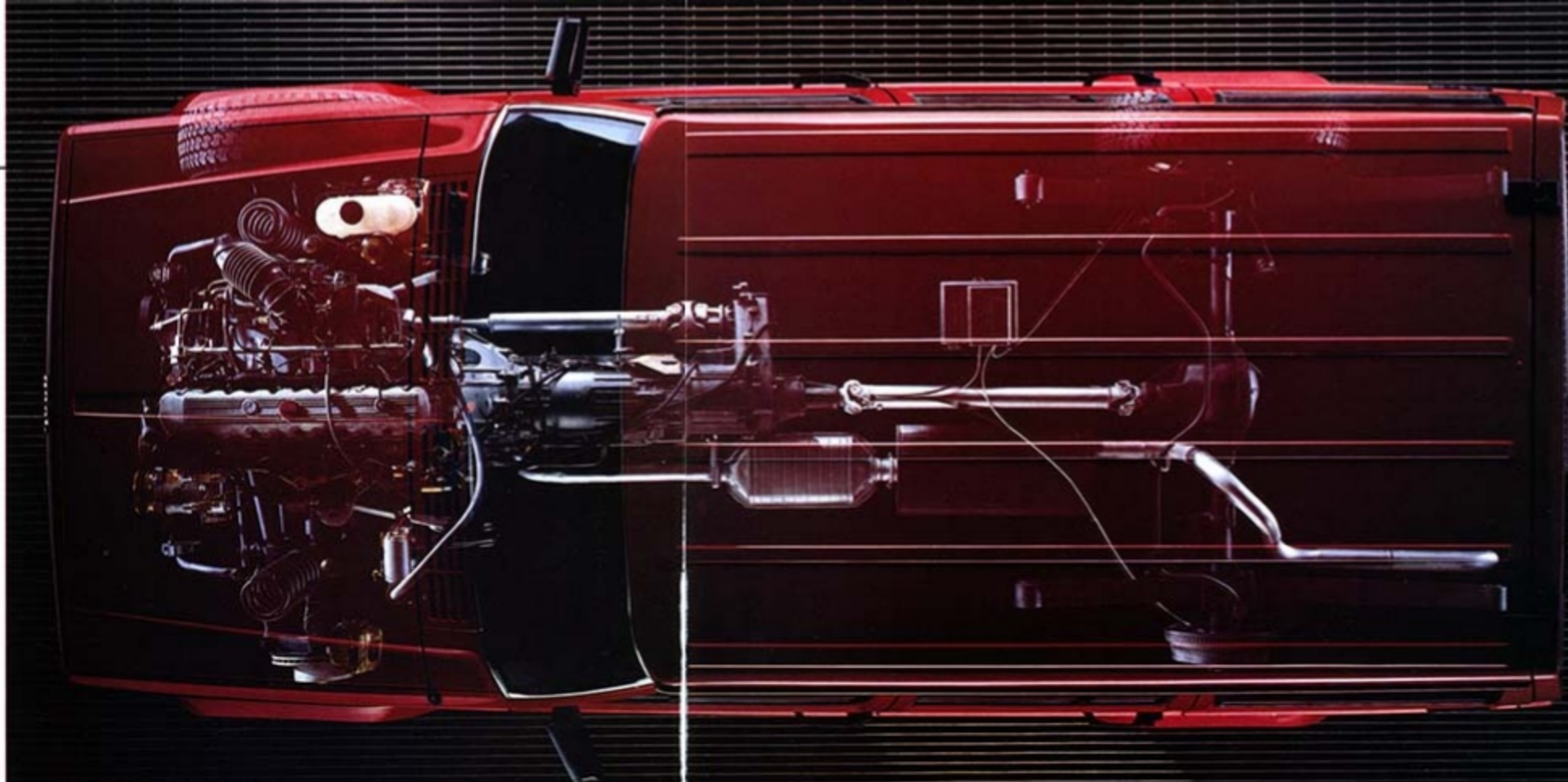
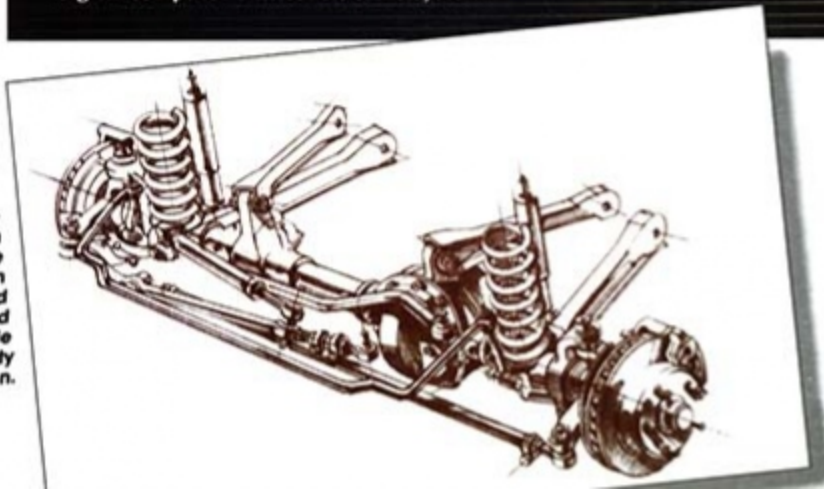
The 4-speed automatic (standard on the Cherokee Briarwood and Limited, optional on other Cherokee and Comanche models with the 4.0 litre engine) has an overdrive fourth for economical cruising. First and second are geared for extra power and third is ideal for city driving.

THE HEART OF FOUR-WHEEL DRIVE

The transfer case, which distributes engine power from the transmission to the wheels, is the key to any four-wheel drive system. Jeep vehicles use either Selec-Trac or Command-Trac—both offer shift-on-the-fly operation (see box next page).

Selec-Trac is the only domestically produced system that allows full-time, shift-on-the-fly four-wheel drive. It also has high and low range and an all-surface mode that lets you stay in four-wheel drive as long as you want with no effect on fuel economy or wear on components.

Jeep's exclusive Quadra-Link suspension works with the Uni-Frame construction to ensure agile on-road performance and handling, while providing the flexibility for off-road traction.



ANTI-LOCK BRAKES

Jeep four-wheel drive technology increases driving security with an anti-lock brake system (ABS) which provides all-wheel ABS capability while engaged in four-wheel drive. With the wheels locked, a driver might lose control of the vehicle, which would slide in whatever direction inertia carried it. ABS allows the wheels to apply maximum braking pressure to allow continued maneuverability.

The Jeep ABS incorporates independent electromagnetic wheel speed sensors, integral rear and independent front brake modulators, an electrohydraulic power booster and a digital computer that controls the system.



SHIFT-ON-THE-FLY

On-the-fly means the driver can shift from two- to four-wheel drive and back simply by flicking a lever while the vehicle is underway. Both Selec-Trac and Command-Trac are on-the-fly systems. The difference is that with Selec-Trac you can shift into full-time four-wheel drive and keep it engaged indefinitely on any surface. Command-Trac, on the other hand, like all part-time systems, is designed for temporary four-wheel drive use—for maximum traction while off the highway or on slippery or marginal surfaces.



A COMMITMENT TO THE ENVIRONMENT

Jeep Jamborees are one of the best ways to discover the backroads and byways of America. Unfortunately, there's also a bad way to do it, a way that harms the environment and spoils the outdoor experience for others and generations to come.

To promote the right way to use our precious resources, Jeep has teamed with the U.S. Forest Service and the Bureau of Land Management to support the "Tread Lightly!" Foundation, a nationwide educational program for off-road enthusiasts.

The guidelines that "Tread Lightly!" sets make common off-highway sense: avoid running over young plants and shrubs; stay on designated roads and trails; keep off steep, wet hillsides and out of meadows; yield to wildlife and stay clear of wild animals.

Still, common sense isn't always common knowledge. To spread the word, "Tread Lightly!" provides brochures, educational kits and other materials that describe proper off-highway driving and the uniform signage system used in areas designated for off-highway use.

"Tread Lightly!" is endorsed by the United Four-Wheel Drive Associations, the California Association of Four-Wheel Drive Clubs and, of course, Chrysler Corporation and Jeep Jamboree Inc.

All Jeep Jamborees abide by "Tread Lightly!" rules and actually take additional measures such as picking up trash left by others, scouting trails ahead of time and repairing roads to ensure safe passage. Jeep believes sincerely that it's not just how you discover America's beauty that's important, but also how you show your respect for it.

For more information, contact the U.S. Forest Service at 324 25th Street, Ogden, Utah 84401; or call (801) 625-5162.



JEEP® JAMBOREES

Almost 40 years ago, the first Jeep Jamboree traced the old pioneer wagon trail from Georgetown, California, to the shores of Lake Tahoe in Nevada. Called the Rubicon Trail today, it may well be the world's most famous trail. It's certainly the most popular of the 18 Jeep Jamborees held annually around the country.

A Jamboree is a long weekend—usually beginning on a Friday morning and ending Sunday—for owners of Jeep vehicles and their families and friends. For a modest fee (\$125 for adults, less for children, at most events) that includes meals, permits, guides and other

extras, participants can experience some of the best and most scenic designated trails nature has to offer.

The limit is usually 100 Jeep vehicles per Jamboree and the routes are rated on a 1-to-10 scale of difficulty, 10 being the toughest. Some Jamborees, such as the 10-rated Rubicon, are so popular that a lottery is used to pick participants.

From coast to coast, and lots of places in between, Jeep Jamborees are an opportunity to make new friends, see some of America's greatest scenery and have the kind of outdoor fun only Jeep vehicles can deliver.

JEEP® JAMBOREE EVENTS

In 1991, Jeep Jamborees are planned for:

Blanding, Utah	French Lick, Indiana
Bethel, Maine	Ouray, Colorado
South Lake Tahoe, Nevada	Flagstaff, Arizona
Amarillo, Texas	Murphy, North Carolina
Ellensburg, Washington	Greenfield, Massachusetts
Georgetown, California	Hot Springs, Arkansas
Cadillac, Michigan	

For a copy of the *Jeep Jamboree Guidebook* with a current schedule, call toll-free: 1-800-JEEP EAGLE. You can take a moving look at various Jeep Jamborees in a new video called *Jeep Jamboree USA* for only \$10.00, plus \$2.00 shipping and handling. To order it, call toll-free: 1-800-274-1455.



JEEP MOTORSPORTS

You might think that after 50 years of conquering the most intimidating obstacles the world has to offer, Jeep vehicles would have nothing left to prove. You'd be wrong. As long as challenges exist, Jeep vehicles keep tackling them. That's why they compete in some of the most grueling forms of motorsports—the SCORE/HDRA Off-Road Racing Series, the Mickey Thompson Stadium Racing Series and the SCCA Racetruck Challenge.

DESERT THRILLS

The Baja 1000 is legendary for the punishment it inflicts. Just to finish this race is an achievement. To win is a singular triumph. In 1989, a Jeep Cherokee and a Jeep Comanche won their respective classes in the Baja. More series victories followed, and the season ended with Rob MacCachren winning the Mini-Metal Championship in a Comanche. The 1990 season began with class wins at the Parker 400 and promised to be another successful year for Jeep racing.

ARENA ANTICS

Stadium racing takes the bumps, berms and bruises of off-highway competition and compresses them into an area not much bigger than a football field. In front of crowds that number more than 40,000, Jeep Comanche drivers Walker Evans and Rob MacCachren show their stuff. In 1989, Walker won two of the series' most prestigious events in Pasadena's Rose Bowl and Houston's Astrodome.

ROAD-COURSE RUNNERS

Say Sears Point, Laguna Seca, Road Atlanta, and what comes to mind? Sports-car racing, right? Not any more. Some of the most exciting racing in recent years at these and other road courses has been provided by specially prepared pickup trucks. Jeep Comanches have been among the most successful, winning back-to-back championships in 1987 and 1988 for Jeep with drivers R.K. Smith and the Archer brothers, Tommy and Bobby.

Legendary off-road driver Walker Evans fields a team of tough Cherokees, including this one for driver Scott Douglas.



Versatile Comanches race and win in off-road, stadium and road-course competition. Top runners include Mike Leslie (above, left), Rob MacCachren (above) and Tommy Archer (left).

50 YEARS OF JEEP®



1976 Jeep Wagoneer



1979 Jeep CJ-5



1971 Jeepster Commando



1991 Jeep Cherokee Limited



1944 MB Military Jeep



1951 Willys Overland Jeepster



1991 Jeep Wrangler Renegade

There's Only One Jeep...
Advantage: Chrysler

