



**Jeep<sup>®</sup>**  
**'72** with the guts  
to come on  
stronger than  
ever.



# New, improved, tougher than ever.



## **Jeep Truck.**

The 1972 8000 GVW Jeep pickup can haul bigger payloads more places than any truck in its class—and it's the *only* one built with 4-wheel drive from the ground up.

## **Jeep Commando.**

The new Jeep Commando is the sportiest, most comfortable Commando ever. It rides better, stops more quickly, and offers you dramatically improved performance in virtually every driving situation.

## **Jeep Wagoneer.**

The new Jeep Wagoneer gives you luxury, comfort, convenience, and safety features you won't find in ordinary station wagons. And most important of all, it gives you the ruggedness of Jeep guts.

## **Jeep.**

The new Jeep multi-purpose vehicle is tougher, more maneuverable, and more powerful than ever. It's smoother on the road, more agile off the road. It has the guts to take you places you've never been before.

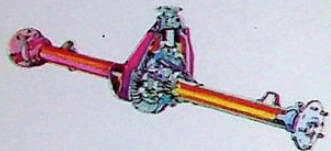


# **new '72 Jeep guts.**

**guts to  
do more for you  
than ever  
before.**



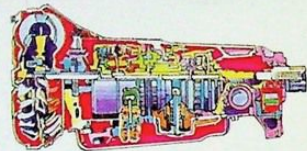
Optional Trac-Lok rear differential improves traction over slippery surfaces.



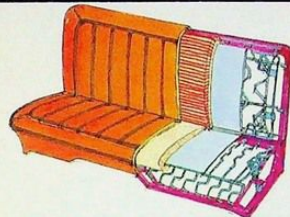
A bigger gas tank means fewer stops on the road, greater security off the road.



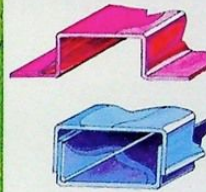
This heavy-duty "Turbo Hydra-Matic"™ is smooth, efficient, built to last.



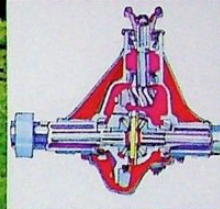
Full padded foam seats with durable vinyl covering provide long-lasting comfort and solid support.



This frame is built to take the worst—and come back for more.



This higher capacity rear axle can take greater loads without strain or damage.



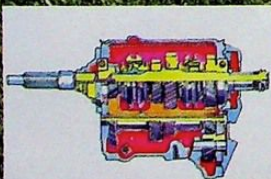
Multi-leaf springs and rugged shocks at all four wheels add up to just about the toughest suspension system you can get anywhere.



Bigger V-8's and Sixes give you power to spare. New engine rocker arms provide longer service life.



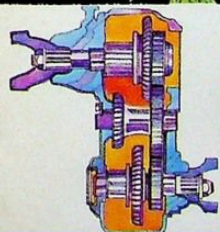
This driving front axle is a key element in the 4-wheel drive system that earned Jeep vehicles their "go-anywhere, do-anything" reputation.



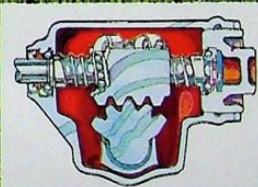
Designed for solid performance, Jeep manual transmissions are rugged and precise.



Bigger, brawnier brakes mean greater driving confidence.



This transfer case is the strong quiet type.



This new steering system is more efficient, more precise, gives you better recovery.



This new open-end axle joint allows a shorter turning circle.



Wider tread means greater lateral stability. Low center of gravity plus high ground clearance let Jeep vehicles go where most others can't.



■ The 1972 Jeep engines give you dependable reserves of power for the toughest off-road and highway demands. They include a couple of the biggest standard Sixes in the industry, plus a wide choice of standard and optional V-8's—right up to a mighty 360 cubic incher—and they're all built to perform under the most demanding conditions.

■ New "open-end" axle designs make the basic Jeep vehicle and the Jeep Commando two of the most maneuverable 4-wheel drive sports-utility vehicles ever built. In fact, the basic Jeep now has a shorter new curb-to-curb turning diameter of 32.9 feet.

■ Bigger brakes mean faster, safer stops—and power brakes are now an available option on all Jeep vehicles.

■ Famous Jeep 4-wheel drive is built into every Jeep vehicle from the ground up, not added on. For more than 30 years now, this rugged, efficient 4-wheel drive system has been taking Jeep owners places they could never go in most other vehicles. Over the years, it's made Jeep the most respected name in off-road driving—and this year an improved shift lever makes Jeep 4-wheel drive easier than ever to use.

■ Every Jeep vehicle combines an unusually low center of gravity with high ground clearance—to get you over just about any terrain with a wide margin of confidence.

■ Mechanical engine refinements like new stamped rocker arms with cylindrical bearings mean your new Jeep

vehicle will perform longer and better.

■ A new wider tread offers greater lateral stability—especially important in tough off-road situations.

■ Welded, riveted frames and a multi-leaf spring suspension system give every 1972 Jeep vehicle a foundation that's as tough as they come. That can be mighty reassuring when you've left the niceties of paved roads behind.

■ Less steering effort is just one advantage of the new, more efficient Jeep steering system. It's also more precise, gives you better recovery, and is easier and quicker to service. In addition, power steering is now an available option on all Jeep vehicles.

■ The extra strength of Jeep guts can mean extra payload capacity. Take the 8000 GVW Jeep pickup for example. It can haul more than any truck in its class. Or consider the cargo space you get in Jeep Wagoneer—nearly 100 cubic feet. You don't have to worry when you pile in that load. The new Jeep vehicles are built to take it...and come back for more.

■ A bigger gas tank in the 1972 Jeep Commando means greater security off the road, fewer stops on the road.

■ Our heavy-duty transmissions get the power to the ground with typical Jeep efficiency. Whether you choose a 3-speed or 4-speed manual, or a rugged automatic, you get a tough, heavy-duty unit that's built to shift smoothly, surely, effortlessly, through years of rough handling.





**America the beautiful.  
It deserves special consideration  
from every 4-wheel drive owner.**

The natural beauty of America is vast and varied. But it is not limitless. And it is not indestructible. It will survive only if those who enjoy it approach it with common sense and reasonable care.

For this reason, we encourage every 4-wheel drive owner to operate his vehicle in accordance with the laws and regulations governing the use of private and public lands, and with due respect for the land itself.





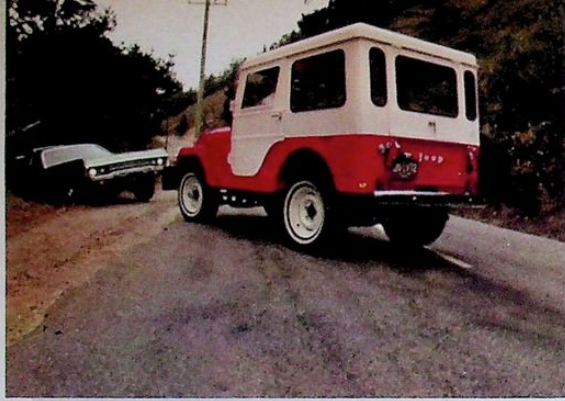
## Jeep '72 new Jeep guts get you closer to the action.

When the crackle of a driftwood fire, laughter, and the crashing of waves are the only sounds for miles around, chances are you'll find a Jeep original nearby.

This is the one that goes where most other vehicles in the world can't go.

It's built to take you where the crowd can't follow. It's built with Jeep guts. And this year Jeep guts are stronger than ever.





## The new Jeep. It's stronger than ever.

From surfside to mountain-side, this 1972 Jeep vehicle is built to do whatever you have in mind, go wherever you want to go. New 1972 Jeep guts are ready for anything, from stump-pulling to trailer-towing.

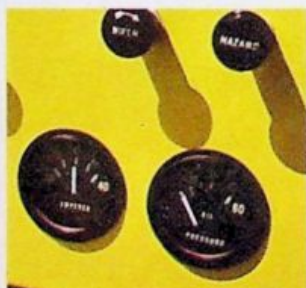
This year Jeep offers bigger standard and optional engines,

both Sixes and V-8. Heavier axles. Bigger, brawnier brakes. Wider track. Higher capacity heater-defroster. Easier steering. And greater maneuverability than ever before.


If a new Jeep vehicle can't take you there, maybe you ought to think twice about going.











The new Jeep engines are performance-proven and built to last. A high-torque 232 cubic inch Six is now standard equipment. Options include a spirited 258 cubic inch Six and a hefty 304 cubic inch V-8.

Higher capacity front and rear axles are part of the *new guts* that make this year's Jeep multi-purpose vehicle stronger than ever.

This new Jeep vehicle is more maneuverable—with a total turning diameter of just 32.9 feet. A wider track offers greater lateral stability. The all-new recirculating ball steering system requires less effort—and to make it even easier, power is an available option.

A new more convenient 4-wheel drive shift lever and new suspended brake and clutch pedals make the new 1972 model more enjoyable to drive. A movable tailgate with side-mounted spare tire is standard. A fixed tailgate with rear-mounted spare is a new option.

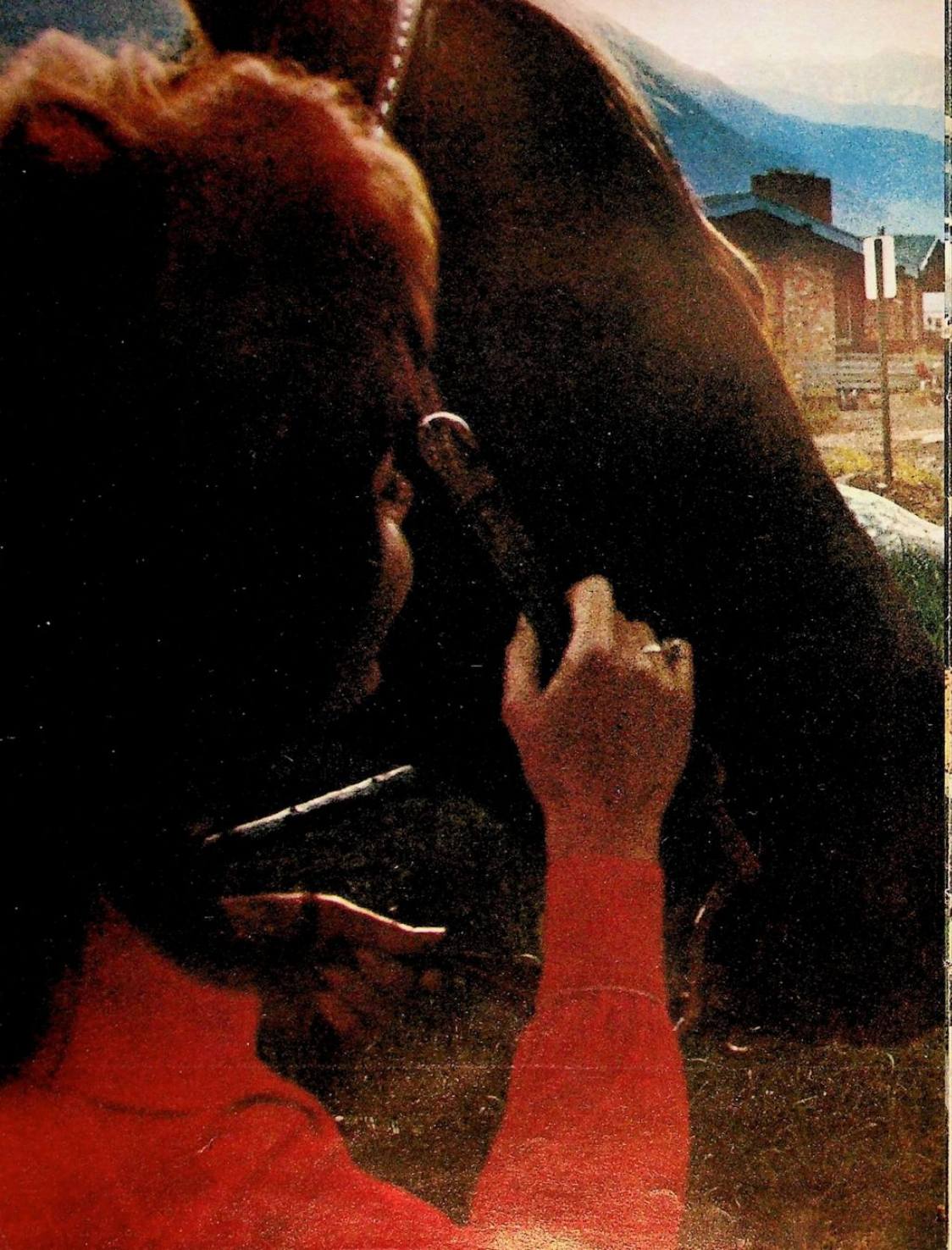
A variety of transmissions, wheelbases, and body styles means you can choose the vehicle that's perfect for your taste and needs.

Precise, easy-to-read oil and ammeter gauges are useful new options.

Resale value? Great!  
Try buying a used one sometime.







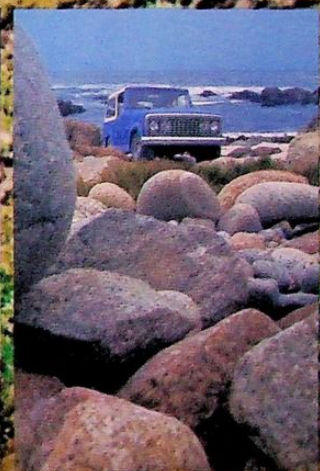
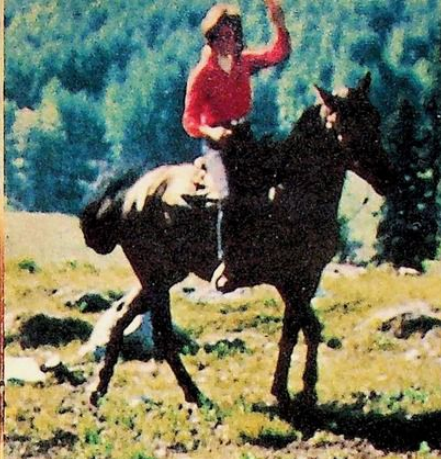
# Jeep '72 Commando.

**new Jeep guts—with a sporty new look.**

If, like most 4-wheel drive owners, you do most of your driving *on* the road, you want a vehicle with refined road manners. For the time you spend *off* the road, you want a vehicle with proven off-road capabilities. The new Commando is designed to give you the best of both worlds—with a smoother ride plus the "go-anywhere" traction of Jeep 4-wheel drive.

The 1972 Jeep Commando knows when to be gentle—but it has the guts to get tough.





## The all-new Jeep Commando. Biggest, sportiest, most comfortable ever.

With dramatic new styling outside and powerful new Jeep guts inside, the 1972 Jeep Commando has more to offer than any Commando in Jeep history. It has a wider front track, for greater lateral stability. It offers bigger standard and optional engines, for better performance in every on-road and off-road driving situation. It has bigger brakes, for

faster, surer stops. It has a stronger front axle and suspension, for increased payload capacity. It's longer, for a smoother ride. And it gives you more legroom, for greater comfort.

With all those good things going for it (and better looks, too!) the new Jeep Commando comes on mighty strong.



If you want a vehicle that's tough as nails,  
but not on *you*—consider Jeep Commando.  
You can outfit it with a full range of comfort  
and convenience options—like power steering,  
power brakes, and factory-installed air con-  
ditioning.







The high-torque 232 cubic inch 6-cylinder Jeep engine is standard in the new Jeep Commando, and it's all most people need. However, you also can choose the spirited 258 cubic inch Six as an option, or the rugged 304 cubic inch V-8.

You can team up the engine of your choice with a heavy-duty automatic transmission, a manual 4-speed, or standard 3-speed unit.

The clean new front end design incorporates a special new "open-end" axle for greater maneuverability.


A new interior design gives you more leg room, front and rear. The new elliptical steering wheel gives the driver extra knee room. Full molded foam front bucket seats are standard equipment.

This year's expanded rear elbow and hip room make the full foam rear bench seat a particularly desirable option.

The station wagon is the most popular body style. Also available are a sporty roadster and a hardworking pickup. Easy access to the rear cargo area simplifies loading and unloading.







# Jeep '72 Truck.

**new Jeep guts haul bigger  
payloads more places.**

Only one 1972 pickup truck in its class that can carry a payload up to 80% of its own weight. There's a good reason only the 8000 GVW Jeep pickup has this extraordinary hauling capability—and the reason is Jeep guts.

The 1972 Jeep pickup has the guts to haul loads and go places ordinary trucks can't. Pound for pound, the best competitive 4-wheel drive pickups on the market today simply can't match it.

New Jeep guts put the 1972 Jeep Truck in a class by itself.





**The only 1972  
pickup truck  
built with 4-wheel  
drive from the  
ground up.**

Jeep 4-wheel drive is an integral part of the 1972 Jeep pickup design. (Other 4-wheel drive trucks are basically 2-wheel drive vehicles jacked up to make room for 4-wheel drive components—giving them their awkward “on stilts” appearance.)

The unique Jeep design results in a lower center of gravity, contributing to stability under load. At the same time, it gives you nearly 9 inches of clearance between the ground and the lowest point on the differential.

The new Jeep pickup is designed to work hard—and play hard. It comes in a variety of wheelbases and GVW models, and there's one that's just right for virtually every job or recreational need.







For the man who wants to drive in comfort, with a minimum of effort, there are options like power steering, power brakes, automatic transmission, air conditioning, tinted glass, and bucket seats.

Winches, pushplates, plowing equipment, dump bodies, utility bodies, even a complete wrecker package are available.

You can choose exactly the engine you need for the kind of driving you do, the spirited 258 cubic inch Six (with *seven* main bearings), the rugged 304 cubic inch V-8, or the mighty 360 V-8 (now *standard* in 7000 and 8000 GVW models). And you can match your engine to any of three heavy-duty transmissions, 3-speed, 4-speed, or automatic.

Less front and rear overhang and higher ground clearance gets the new Jeep pickup through the meanest ruts and ditches and up the steepest grades without a snag.





The Jeep Truck's lower tailgate loading height can make your life a lot easier.

A brand new 120" wheelbase model, rated at 6000 GVW, has just been added for 1972. It's also available with 5000 GVW rating. The 132" wheelbase model is available with a 5000, 6000, 7000 or 8000 GVW rating. The 8000 GVW model is specially designed to handle big, roomy cab-over camper units under the most demanding highway and off-road conditions.

Sturdy multi-leaf springs at all four wheels are the main ingredients of a beefy suspension system that's about the strongest you can get. More leaves per spring give you a tougher truck, a truck that can haul hefty payloads over rough terrain without a sign of strain.





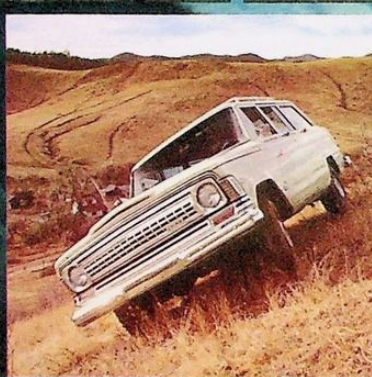
# Jeep '72 Wagoneer.

**new Jeep guts leave your destination entirely up to you.**

The 1972 Jeep Wagoneer can go places and do things no ordinary station wagon can. New Jeep guts are the reason. Guts to explore an open meadow, a secluded beach, a snow-covered mountain trail—safely and confidently. Guts to whisk you along smoothly, quietly, comfortably at highway speeds.

With the new Jeep Wagoneer, *you* decide where you want to go. You decide when you're ready to leave the roads behind, shift into 4-wheel drive, and discover America the beautiful—up close!





## The most luxurious 4-wheel drive station wagon in the world.

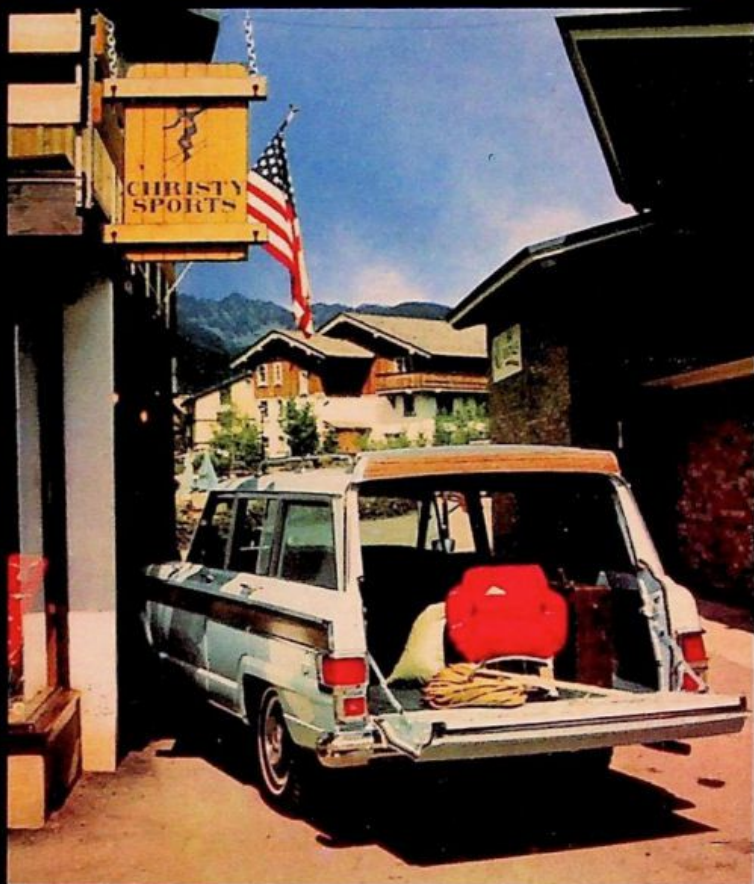
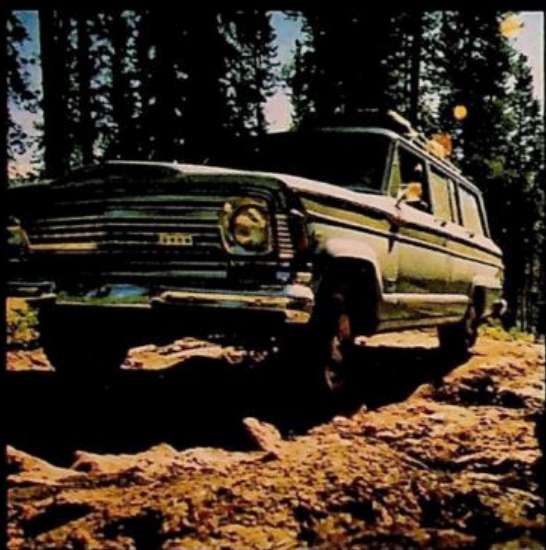
The new Jeep Wagoneer combines the simple ruggedness of Jeep guts with luxury, comfort, convenience and safety features you won't find in ordinary station wagons.

The whole Jeep Wagoneer design is clean, functional, integrated. It gives you all the advantages of a luxury station wagon—with big V-8 engine options, your choice of three transmissions, optional power steering and power

brakes, and a carpeted, padded, color-keyed interior as standard equipment. But most important of all, the Wagoneer gives you Jeep guts, Jeep axles, Jeep suspension, the Jeep frame—and the freedom and versatility of Jeep 4-wheel drive.

The 1972 Jeep Wagoneer. It's the closest yet to an all-purpose vehicle. No wonder it outsells all others in its class combined.









The new Jeep Wagoneer has one of the highest minimum ground clearances in its class—so you can go beyond the pavement's end with greater confidence, less fear of "bottoming out" over jagged rocks or deep ruts.

GMC and Chevrolet Suburbans give you only three doors. Jeep Wagoneer gives you one more. When you discover how often you need it, you'll be glad you have it.

In some competitive vehicles, you have to pay extra for a rear seat—a rear seat that's standard in every 1972 Jeep Wagoneer.

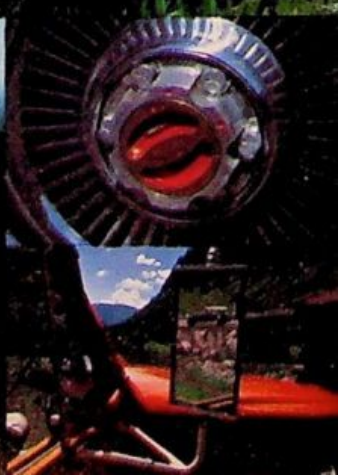
The Jeep Wagoneer 258 cubic inch engine is the biggest standard 6-cylinder engine in the 4-wheel drive station wagon field. For options, you can choose a rugged 304 or 360 cubic inch V-8. Transmissions include the standard 3-on-the-column, an optional 4-on-the-floor, and a sturdy automatic.

Nearly 100 cubic feet of Wagoneer cargo space are ready for anything.

Greater windshield and tailgate glass area means you see more—more of what you want to look at, and more of what you want to avoid.



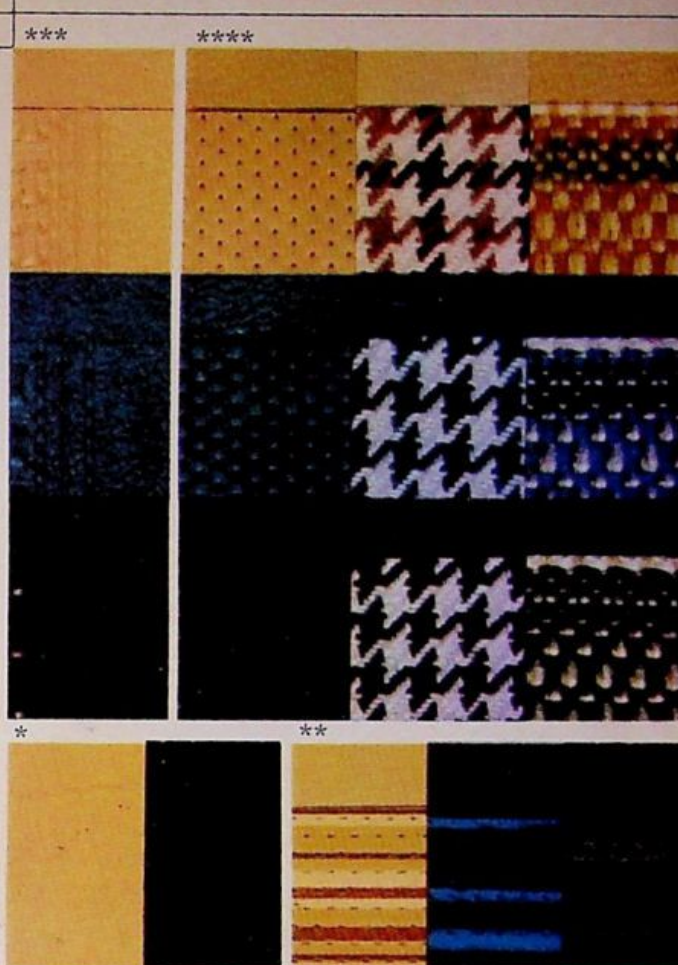
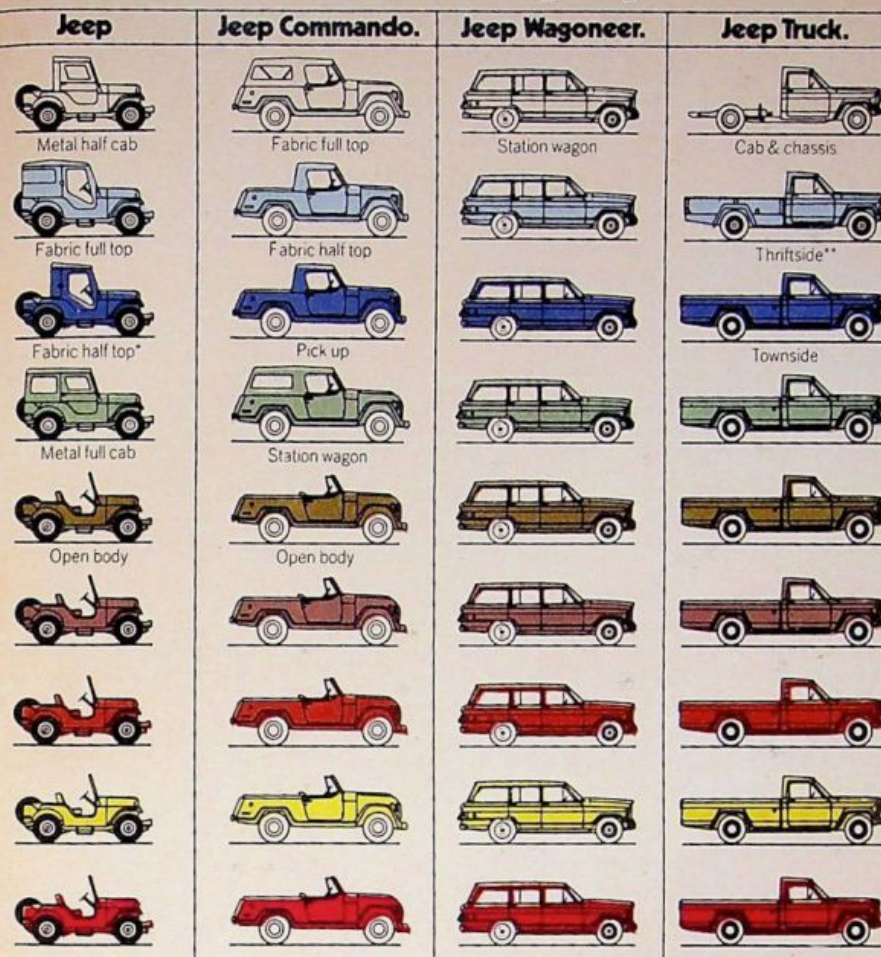
## A man wearing a blue long-sleeved shirt and a green baseball cap is bent over, working on the front of a red Jeep. He is holding a red tool, possibly a wrench or a screwdriver. The Jeep is parked on a paved surface, and its front grille and headlights are visible. The background is slightly out of focus, showing some greenery and a building.





# Colors and body styles

# Interior fabrics and colors



\*Available only with 84" wheelbase  
 \*\*Available only with 120" wheelbase  
 All colors shown here are available on all 1972 Jeep models

\*Standard in the basic Jeep vehicle and Jeep Commando  
 \*\*Optional in Jeep Commando  
 \*\*\*Standard in Jeep Wagoneer and Jeep Truck  
 \*\*\*\*Optional in Jeep Wagoneer and Jeep Truck

## Jeep '72 vehicle specifications.\*

	Jeep Wagoneer Station Wagon	Jeep Truck						Jeep		Jeep Commando		
	1414	J-2500	J-2600	J-4500	J-4600	J-4700	J-4800	CJ-5	CJ-6	Roadster	Pickup	Station Wagon
Wheelbase	110.0"	120.0"						84.0"	104.0"	104.0"		
GVW, Standard (lbs)	5600	5000	6000	5000	6000	7000	8000	3750	3900	3900		
GVW, Maximum (lbs)	5600	5000	6000	5000	6000	7000	8000	4500	4750	4700		
Cargo Bed Length	81.6"	96.3" (Pickup)						39.8"	59.8"	64.0"	62.3"	64.0"
Standard Tires	7.75 x 15 4-ply	8.25 x 15 4-ply	7.00 x 16 8-ply	8.25 x 15 4-ply	7.00 x 16 8-ply	7.50 x 16 8-ply	7.50 x 16 10-ply	7.35 x 15 4-ply		7.35 x 15 4-ply		
Tread—Front	57.0"	63.5"	63.5"	63.9"				51.5"		51.5"		
Tread—Rear	57.0"	63.8"	63.8"	64.4"				50.0"		50.0"		
Ground Clearance (minimum)	7.8"	7.9"	8.9"	7.9"	8.9"			8.0"	8.0"	7.5"		
Turning Diameter—curb to curb	44.4'	49.5'			52.0'			32.9'	37.6"	37.8"		
Fuel Tank Capacity (gals.)	22.0	20.0			20.0			16.5	16.5	16.5		
Transmission—standard	3-speed, col. shift	3-speed, floor shift				H.D. 4-speed floor shift		3-speed, floor shift		3-speed, floor shift		
Transmission—optional		Turbo Hydra-Matic, column shift						H.D. 4-speed, floor shift (CJ-5)		Turbo Hydra-Matic, column shift		
		Heavy Duty 4-speed, floor shift						—		H.D. 4-speed, floor shift		

**ENGINES** All engines run on regular, low-lead or no-lead fuel. With no lead, use alternate tank fills of regular.


Engine	232-6	258-6	304 V-8	360 V-8
Number of Cylinders	6-Cylinder	6-Cylinder	8-Cylinder	8-Cylinder
Type of Valve Arrangement	OHV in line	OHV in line	90° OHV	90° OHV
Piston Displacement (cu. in.)	232	258	304	360
Compression Ratio	8.0:1	8.0:1	8.4:1	8.5:1
Bore and Stroke	3.75" x 3.50"	3.75" x 3.90"	3.75" x 3.44"	4.08" x 3.44"
Net Torque @ RPM	185 @ 1800	195 @ 2000	245 @ 2500	285 @ 2400
Net Horsepower @ RPM	100 @ 3600	110 @ 3500	150 @ 4200	175 @ 4000
Standard	CJ-5/CJ-6 and Commando	Wagoneer and 5000 & 6000 GVW Truck		7000 & 8000 GVW Truck
Optional	—	CJ-5/CJ-6 and Commando	All Models except 7000 & 8000 GVW Truck	Wagoneer and 5000 & 6000 GVW Truck

\*Vehicle Specifications shown are with Standard Equipment

Jeep is the registered trademark of Jeep Corporation.

All specifications subject to change without notice.






# Jeep. The toughest 4-letter word on wheels.

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 **Jeep**





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