

Jeep'
4-wheel drive
**The 2-Car
Cars.**

1970

Complete line booklet





'Jeep' Wagoneer

Part Don Beano . . . Part Don Juan! That's the 4-wheel drive 'Jeep' Wagoneer. 1/2 as much as some in front of the country club as it is around a corner. Wherever. A 2-car car.

Handsome. Sturdy. Roomy. Sleek styling from grille to tailgate . . . yet rugged, dependable. And the Wagoneer has the biggest loadspace opening and biggest cargo area of any wagon in its wheelbase class.

Put the 4-wheel drive how . . . and you've got a whole new breed of car! Road with it. Rock it. Mud? Sand? No problem! 'Jeep' 4-wheel drive is standard equipment.

The 'Jeep' Wagoneer's a great family wagon, too. Four-wheel drive gives you twice the safety, twice the traction. Grip tighter in rain. Snow. Around sharp curves. Anywhere you don't like to slip. Your choice of Custom (Equestrian) or Standard models.

Take it to the city? Wagoneer has muscle! All you'll really need to know you're now that ain't that back country paradise. Towing big tandem wheel trailers is way when you've got 'Jeep' 4-wheel drive.

Inside, Wagoneer offers chair height seats, "picture window" visibility, and a feeling of command like you've never had before. Want more? Add more! Options include 350 cubic ft V-6 power. Four-speed or automatic transmission. Power steering, brakes, tiltable driver's Air conditioning. The works!

Whether you're part Don Beano . . . part Don Juan . . . or a little bit of both, you owe it to yourself to test drive the 1970 'Jeep' Wagoneer. See you newer better! Find out why we call it our finest 2-car car.

Get further info on us, ask your nearest dealer for a copy of the 'Jeep' Wagoneer brochure.



'Jeepster Commando' STATION WAGON



Crowd pleaser . . . crowd hater! The 4-wheel drive 'Jeepster Commando' Station Wagon. This is the car that draws crowds wherever it goes! And no wonder . . . with those jolly lines. From bumper to bumper and hubcap to foot rack, it's fun-fashioned to put you in style wherever you go!

Inside the crowd pleaser, you'll find comfortable front bucket and rear bench seats. Options like center console, V-6 engine power, Automatic transmission, Diesel carpeting, sliding rear-quarter windows, third row power steering. You name it!

But does it let that crowd pleasing thrill find you? Pick a single mode, and you're in famous 'Jeep' 4-wheel drive. Commando turns tough! Real tough!

Get away from it all . . . in a speed hater anytime you choose. Just take off! Tuck your seat or trailer back into the boot doors. Way back! Properly equipped, the 'Jeepster Commando' lugs trailers up to 3,500 lbs. in weight. And there's no need to worry about getting stuck. You've got 'Jeep' 4-wheel drive as standard equipment!

Commando is a real performer in the work department, too! You can check this week's party. Or play out a shopping center. Or ditch ordinary "2-wheel drive" cars out of the road or snow. It's more than just a car. It's a 3-err-ner! Real value! Just ask your 'Jeep' dealer. 'Jeep' ruggedness never goes out of style.

Just drive the 1970 'Jeepster Commando' NOW! The crowd pleaser that makes it work whenever you do.

www.jeep.com | 1-800-368-2222 | 'Jeepster Commando' Dealer





'Jeepster Commando'

Few off . . . Day off! So, a station wagon's not your thing? No problem! There are three other Commando models from which to choose. All work cars. All fun cars.

There's a tough "Greed and butter" pick-up. A razzle-dazzle convertible. And the basic roadster model. And no matter which Commando model you select, you're two wheels up on the rest. . . 4-wheel drive is standard on all Commandos. That's why no job is too tough! Muck, sand, snow. The stuff that stops ordinary cars and trucks won't stop you!

Special equipment for special jobs! Of course! Your Jeep dealer features one of the broadest "pay off" equipment levels in the industry. . . from A-frames, push plates, and snow plows to power take offs and winches. Just ask him!

Got a day off? Great! Hook up your boat. Have fun at the beach. Or load in your hunting gear. And get on far away at 4-wheel drive will take you! And that's a long way.

And you can "rough it" in style with bucket seats and upholstery like our snappy 225 cubic inch V-6, automatic transmission, brand new power steering, deluxe interiors, air conditioning, and many more.

Make your next city off really pay off! Stop in and see the work car that's fun to drive. 'Jeepster Commando.' At your Jeep Dealer. . . home of the 2 Car Cars from KAISER JEEP CORPORATION.

Circle 1440 on Reader Service Card for more information.





'Jeep' Universal



Chasing... Exploring! The Jeep Universal does both! And that's the beauty of this little "brute". One moment you're running errands. Going shopping. Or taking the kids to school.

But, climb behind that wheel with ad-venture in your blood, and the tiger really changes stripes! Suddenly you're the master of the whole cat forest. Climb a mountain? Hit the beach? Go ahead! You've got high ground clearance... short over-trac-

... and Jeep's 4-wheel drive is standard equipment. Out there is that back country paradise the mighty 'Jeep' Universal is a man-sized set of wheels.

Get one as fancy as you like! Options like bench or bucket seats. Radio. Colorful snap-in floor carpeting. Winter selection of soft and hard tops. Your choice of nine beautiful colors.

Or as rugged! Powerful 4-cylinder engine. Frames stronger than all the rest. Tougher suspension. Heavier gauge body panels. Towed up to 5000 lbs. trash weight, anywhere.

Got off-road racing fever? Drive the champ! Easily leads the pack in endurance racing. Why? Universal's got stamina! Guts! And an unbeatable combination of 4-wheel drive for ground-gripping traction and a short 8 1/2" wheelbase for easy, quick maneuverability. And now, the widest tire selection ever including the new fiber-glass belted type.

Special jobs are no problem. With special equipment options available like mowers, front-enders, snow plows, push plates. Even winches and back hoists.

Chasing. Exploring. Or a thousand jobs between. 'Jeep' Universal handles them all. The world's original 2-Car Car. The one that started it all. Test drive it today!

More details? Ask your dealer for a copy of the new Jeep Universal brochure.



FABRIC HALF TOP



FABRIC FULL TOP



METAL HALF TOP



METAL FULL TOP



'Jeep' Gladiator



New guy... tough guy! The 4-wheel drive 'Jeep' Gladiator truck is both!

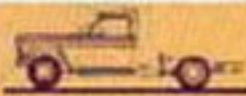
Got a few errands to run? Special project for the kids? A brand new campsite to discover? Anxious, Mr. New Guy, to get all over town or countryside. The 'Jeep' Gladiator is the unswerving pick-up. Handles easily, comfortably, economically. It's a dinch to drive, even for the lady of the house.

Want more? The 'Jeep' Gladiator has a list of options nearly as long as any passenger car. Powersteer V-4 engine, smooth automatic transmission, lifted gears, power steering and brakes. Even bucket seats and air conditioning.

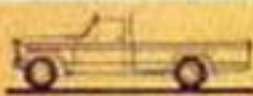
But that's only part of the story! Just pull that "tough guy" lever (you can do it at any speed)... and you're in firmest 'Jeep' 4-wheel drive. Now, Gladiator's really ready for work. Rough and rugged work! And, right now, too! Pile in that load. Plow through deep snow. Drive through construction site muck. Winch those fallen trees. You can be on top of any job with this 4-wheel drive workhorse. Concrete blocks, farm supplies, auto parts, whatever your cargo, there's a 4-wheel drive 'Jeep' Gladiator that's right for you. Choose from 120-, 126-, 137-inch wheelbases; 5000, 6000, 7000, 8000 lb. GVW's... cab and chassis for special requirements, platform and stake models, and two types and sizes of pick-up boxes. Even a sprightly built camper model.

Get the 1970 'Jeep' Gladiator... the slick guy that turns tough at the spill of a single lever! It's one of the 'Jeep' 2-Car Cars. You've got to drive it to believe it!

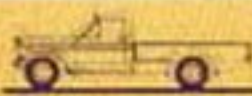
See more info. Ask for the 'Jeep' 2-Car Cars catalog.



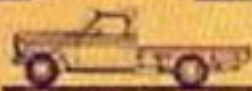
CAB & CHASSIS



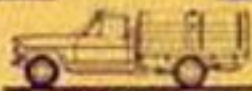
TOWNSIDE



THREE SIDE



PLATFORM MODEL



STAKE MODEL



CAMPER



Take it... Or leave it fun... A new kind of family camper that fits any C-5 "Jeep" Universal with V-8 engine. Goes anywhere "Jeep" 4-wheel drive can take you. Cruises smoothly on the road. Up in "the hoodocks," park it. And go exploring, hunting, fishing or back to town for more supplies.

Sleeps 4... Hitched, too, running after the work! This new "Jeep" Camper makes your Universal more "universal" than ever... truly use of the "Jeep" 2-car vers.

For more information, ask your dealer for a copy of "The Great Jeep Escape" recreation catalog. Better yet, take a test drive. You've got to drive it to believe it!



For the Great Escape

Escape! Head for the hills! Trailering is fun with "Jeep" 4-wheel drive. Low, too! Say goodbye to crowded highways. Get away from it all!

Visit your local "Jeep" dealer. Ask him for the latest recreational recreation catalog. He'll be glad to help you with complete towing recommendations.

Find out how you can "pick" the Great "Jeep" Escape!

Route 1 or route fun! New "Jeep" Gladiator... first 4-wheel drive truck specially built for campers. With V-8 engine, 110" wheelbase, 8000 GVW's, full floating axle front and rear, it takes road-wy rig... over big run-over jobs up to 2000 lbs.

Breeze down the highway in smooth comfort, with optional 10 bucket seat, automatic transmission, air conditioning. Then shift a single lever into 4-wheel drive and the back country is yours! Break away! Trailblaze! Explore!

Route 1 or route fun! The trail begins at your "Jeep" 4-wheel drive recreation center... your local "Jeep" dealer.



Optional Accessories & Equipment

This is a partial listing. For complete details of Accessory and Special Equipment Availability, see your 'Jeep' dealer.

	'JEEP'				'JEEPSTER COMMANDO'			
	WAGONEER	GLADIATOR	GLADIATOR CAMPER	UNIVERSAL	STATION WAGON	PICK-UP	CON- VERTIBLE	ROADSTER
ENGINES	V-8 (6 STD.)	V-8 (6 STD.)	V-8 STD.	V-6 (F-4 STD.)	V-6 (F-4 STD.)	V-6 (F-4 STD.)	V-6 (F-4 STD.)	V-6 (F-4 STD.)
TURBO HYDRAMATIC*	•	•	•		V-6 ONLY •	V-6 ONLY •	V-6 ONLY •	V-6 ONLY •
4-SPEED TRANSMISSION	•	•	STD.	F-4 ONLY •				
POWER STEERING	•	•	•		V-6 ONLY •	V-6 ONLY •	V-6 ONLY •	V-6 ONLY •
POWER BRAKES	•	•	•		•	•	•	•
LOCKING REAR DIFFERENTIAL	•	•		•	•	•	•	•
SELECTIVE DRIVE HUBS	•	•	•	•	•	•	•	•
RADIO	•	•	•	•	•	•	•	•
AIR CONDITIONING	•	•	•		•	•	•	•
E-Z EYE GLASS	•	•	•		•	•	•	•
LUGGAGE RACK	•				•			
POWER TAILGATE WINDOW	•							
FRONT MOUNTED WINCH	•	•	•	•	•	•	•	•
SNOW PLOW	•	•	•	•	•	•	•	•
BUCKET SEATS		•	•	STD.	STD.	STD.	STD.	STD.
DRAW BAR				•	•	•	•	•
TOWING HITCHES	•	•	•	•	•	•	•	•
HEAVY DUTY SUSPENSION	•	•	STD.	•	•	•	•	•
HEAVY DUTY ELECTRICAL	•	•	STD.	•	•	•	•	•
ELECTRIC CLOCK	•	•	•		•	•	•	•
PUSH PLATE	•	•	•	•	•	•	•	•
CIGAR LIGHTER	•	•	•	•	•	•	•	•
DELUXE WHEEL COVERS	•			•	•	•	•	•
OVERDRIVE				•				

*Minimum 2-Speed Overdrive

KAISER Jeep CORPORATION - TOLEDO, OHIO 43801

WORLD'S LARGEST AND MOST EXPERIENCED
MANUFACTURER OF 4-WHEEL DRIVE VEHICLES

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'Jeep' vehicles meet or exceed all Applicable Federal Motor Vehicle Safety Standards at time of manufacture.