

**AFFORDABLE,
DEPENDABLE,
AND BUILT FOR TODAY.**



Sales Promotion & Merchandising
Litho USA 8/82

Form #2-5424-835-07

A CLASSIC...



**WITH A HERITAGE
OF RUGGED
DEPENDABILITY.**

It all started...

with the illustrious, gutsy quarter-ton personnel and materials carrier developed for the military in World War II.

It continues nobly today, exemplified in the rugged, dependable Jeep® CJ-5 Renegade incorporating 43 years of technological improvements in 4WD systems design and engineering.



1945 Military Model MB

Jeep CJ originality is most distinctively stated in the handsome CJ-7 Laredo with its bold graphics, bright accents and impressive array of sporty special equipment to complement its legendary 4-wheel drive prowess.



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Jeep Scrambler, running mate to CJ-5/CJ-7, is the newest look in small pickups. It's an affordable, home-grown 4WD with a generous and deep cargo box and hefty 1,400 lb. maximum payload which makes it a go-almost-anywhere-under-the-sun fun and/or work machine.



...and it continues
with a full line of
Jeep vehicles to fit
any needs.

Jeep is America's only
complete family of
4-wheel drive vehicles.
In addition to CJ and
Scrambler, there's Jeep
Cherokee, the family
sized Sport truck, Jeep
Pickup...the right tool for
all kinds of jobs, and
Jeep Wagoneer...the
ultimate 4WD Wagon.
These Jeep vehicles offer
the extra security and
traction of the exclusive
Selec-Trac automatic
2WD/4WD system.
It's standard on Jeep
Wagoneer and available
on Jeep Cherokee & J-10
Pickup models.



J-10 Honcho Sportside



Cherokee Pioneer 2-Door



Cherokee Chief



J-20 Custom



Cherokee Pioneer 4-Door



Wagoneer Limited

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