AFFORDABLE, DEPENDABLE, AND BUILT FOR TODAY.



Sales Promotion & Merchandising Litho USA 8/82

Form #2-5424-835-07





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 leeps CI-5 Renegade incorporating 43 years of technological improvements in 4WD systems design





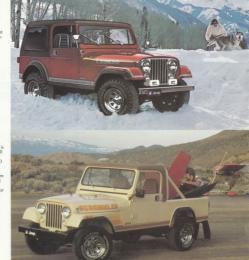
and engineering.

Jeep CI originality is most distinctively stated Laredo with its bold graphics, bright accents and impressive array of sporty special equipment to complement its legen-dary 4-wheel drive prowess.



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 provess.

Jeep Scrambler, running mate to CI-S/CI-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-anywhereunder-the-sun fun and/or work machine.





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

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



AFFORDABLE, DEPENDABLE, AND BUILT FOR TODAY.

