



**SINCE 1941**





**THE CLIMB TOOK 70 YEARS.  
THE VIEW IS WORTH THE WAIT.**

★ INTRODUCING THE JEEP® 70<sup>TH</sup> ANNIVERSARY EDITIONS ★





*4-Wheel Drive*

## 25,567 DAYS IN THE MAKING.

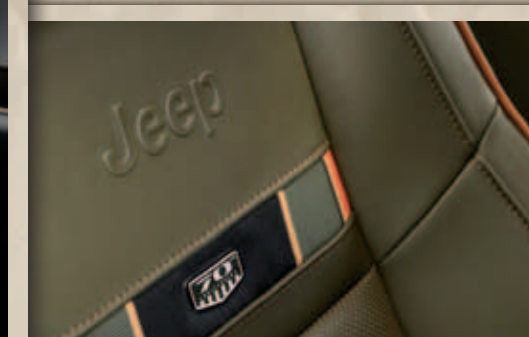
Seventy years ago, the legendary Jeep® 4x4 began its climb to the top by crossing over and beyond the trenches and two tracks of WWII. And ever since, Jeep vehicles have conquered terrain that others dare to only touch with their tire treads. Decade-by-decade, these noble warriors have given new meaning to heroic capability, moving easily though ice, snow, mud, sand, and water to land squarely on terra firma. Today, after virtually creating the 4WD vehicle segment, the Jeep brand still masters the mountain. From the original ingenuity of the Willys MB to the graceful strength and wired technology of the all-new 2011 Grand Cherokee, Jeep vehicles continue to Go Anywhere, Do Anything.™ We are celebrating this one-of-a-kind, history-making view of the world with the exclusive Jeep 70<sup>th</sup> Anniversary Editions.





## A NOBLE PRESENCE WITH PEDIGREE.

When the first Grand Cherokee debuted in 1993, it took the world by storm and quickly redefined the meaning of luxury SUV. Today, decked out with an exclusive 70<sup>th</sup> Anniversary badge, 20-inch wheels, and a custom-crafted interior package, this Grand Cherokee earns respect and attention like a commanding officer. Its Trail Rated<sup>®</sup> capability takes on all challenges due to the available Quadra-Trac II<sup>®</sup> full-time 4WD system powered by the standard 290 hp 3.6L Pentastar<sup>®</sup> V6 engine. This Edition most certainly upholds the Grand Cherokee tradition of refined luxury and Jeep<sup>®</sup> brand capability combined.



### 70<sup>TH</sup> ANNIVERSARY EDITION

#### Standard and Exclusive Features

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Olive Nappa leather-trimmed seats embossed with Jeep logo, Chestnut accent stitching and piping
- ★ Unique Dark Green instrument panel overlay
- ★ 3.6L Pentastar<sup>®</sup> VVT V6 engine
- ★ 70th Anniversary badge on front seats
- ★ Satin chrome finish interior accents
- ★ Black leather-wrapped steering wheel
- ★ Uconnect<sup>®</sup> Media Center 430 radio with SIRIUS<sup>®</sup> Satellite Radio<sup>(1)\*</sup> and 30GB hard drive with 6,700 HD song capacity
- ★ Custom Berber floor mats with Chestnut binding
- ★ Unique 20-inch polished aluminum wheels



1984 Grand Wagoneer and badge from a 1991 Grand Wagoneer

**Jeep Wagoneer**  
The Ultimate in 4-wheel drive



*Built between 1963 and 1991, the Wagoneer ushered in a new vehicle segment, defining the luxury sport-utility category.*



# GRAND CHEROKEE

\* A note about this brochure: All disclaimers and disclosures can be found on back cover.



## THESE FOUR WHEELS DRIVE THE 4x4 WORLD.

One of the most recognized vehicles on the planet, the legendary Jeep® Wrangler was born out of the unstoppable WWII hero, the Willys MB. Whereas the MB pushed through the trenches with a 60-hp powertrain, the 70<sup>th</sup> Anniversary Edition Wrangler churns out 202 hp via its 3.8L V6 engine. It's fortified to take on tough terrain with the proven Trail Rated® Command-Trac® 4WD system. The cabin does double duty as a media center and comfort-laden command post, outfitted with exclusive Dark Olive trim and Satin chrome details.



### 70<sup>TH</sup> ANNIVERSARY EDITION

#### Standard and Exclusive Features

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Olive vinyl trimmed seats with perforated leather insert, Chestnut accent stitching
- ★ Command-Trac 4WD system
- ★ 3.8L SMPI V6 engine
- ★ Mopar Brushed Aluminum Scuff Plates
- ★ Unique Dark Green instrument panel overlay
- ★ 70th Anniversary badge on front seats
- ★ Black leather-wrapped steering wheel, Chestnut accent stitching
- ★ Satin chrome finish bezels and shift knob (automatic transmission)
- ★ Custom Berber floor mats with Chestnut binding
- ★ Unique 18-inch wheels



4  
WHEEL  
DRIVE

1985 CJ-7 Renegade and  
4WD stencil from a CJ-2A tailgate

Willys  
UNIVERSAL 'JEEP'



The first civilian Jeep® vehicles were called  
Universals, and were equipped with 4WD  
and a gear ratio tuned for street use.



WRANGLER



## A LEGACY OF ALL-TERRAIN ADVENTURE.

After Liberty's premiere Rubicon Trail run in 2002, *Motor Trend* declared, "Whatever the obstacle, Liberty tackled it with ease." With its heroic Jeep DNA intact, Liberty's powertrain handles all weather challenges with finesse, due to the rugged 3.7L SMPI V6 engine matched to the available Command-Trac II 4WD. This part-time system's ability to shift on the fly from 2WD to 4WD mastery helps Liberty transition from city to country with grace. A leather-trimmed custom interior complete with heated front seats makes this Edition special, indeed.



### 70<sup>TH</sup> ANNIVERSARY EDITION

#### Standard and Exclusive Features

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Olive McKinley leather-trimmed seats, Chestnut accent stitching
- ★ Bright bodyside moldings, roof rails, and license plate brow
- ★ 3.7L SMPI V6 engine
- ★ Mopar Brushed Aluminum Scuff Plates
- ★ Unique Dark Green instrument panel overlay
- ★ 70th Anniversary badge on front seats
- ★ Uconnect® Media Center 430 radio with SIRIUS® Satellite Radio<sup>(1)</sup> and 30GB hard drive with 6,700 song capacity
- ★ Custom Berber floor mats with Chestnut binding
- ★ Unique 18-inch Mopar wheels



1974 Wagoneer and badge from a 1966 Wagoneer

THE NEW **Jeep**  
*Station Wagon*



*The first all-steel station wagon was introduced in 1946, combining passenger car safety and comfort with Jeep® brand capability.*



**LIBERTY**



## HEART OF STEEL. SOUL OF A LEGEND.

One glance and it's clear. The authentic pedigree of Jeep® Patriot can be traced to one of the most popular SUVs to conquer the trail: the Jeep Cherokee. Today's 70<sup>th</sup> Anniversary Edition Patriot presents an equally noble profile, infused with efficiency and value. Boasting up to an EPA estimated 28 mpg on the highway, Patriot is proudly stocked with a 172-hp 2.4L DOHC engine tuned up with Variable Valve Timing (VVT) and an available Freedom Drive I 4WD system. A list of standard features help make the miles a comfortable joyride, even during severe weather conditions or out on the trail.



### 70<sup>TH</sup> ANNIVERSARY EDITION

#### *Standard and Exclusive Features*

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Slate Gray McKinley leather-trimmed seats, Chestnut accent stitching
- ★ 2.4L DOHC 16V dual VVT engine
- ★ Unique Dark Green instrument panel overlay
- ★ 70th Anniversary badge on front seats
- ★ Custom Berber floor mats with Chestnut binding
- ★ Chestnut stitching on steering wheel
- ★ Deluxe cargo compartment floor cover



1999 Cherokee Classic and badge from a 1993 Cherokee



Jeep UTILITY WAGON

*The first civilian Jeep vehicles gained widespread popularity in farming and industry due to their purpose-built strength and utility.*



**PATRIOT**



## AN AUTHENTIC EVOLUTION OF FUN.

The original Willys Jeepster made short order of fun, inspiring the production of today's Jeep® Compass, a vehicle made to combine good times with full-on capability. Outfitted with the brand's iconic style and strength, this Compass 70<sup>th</sup> Anniversary Edition is designed for Trail Rated® fitness, taking on snow-covered city streets and mud-laden off-road trails with fortitude and style. Inside, there's plenty to enjoy, including eye-catching leather and chrome trim and special 70<sup>th</sup> Anniversary accents. This Compass arrives with authentic Jeep brand panache.



### 70<sup>TH</sup> ANNIVERSARY EDITION

#### Standard and Exclusive Features

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Slate Gray McKinley leather-trimmed seats, Chestnut accent stitching
- ★ 2.4L DOHC 16V dual VVT engine
- ★ Unique Dark Green instrument panel overlay
- ★ 70th Anniversary badge on front seats
- ★ Custom Berber floor mats with Chestnut binding
- ★ Deluxe cargo compartment floor cover
- ★ Unique 18-inch wheels (Not available with Freedom Drive II Off-Road Package)

Commando  
4 WHEEL DRIVE

1970 Jeepster Commando and badge from a 1972 Commando



The New  
Jeepster

The Jeepster expanded the brand's appeal to a wider audience and is now one of the most collectible Jeep vehicles ever.



COMPASS



**SEVEN  
DECADES OF  
STAMPING  
SIZABLE  
SLOTS IN  
4WD HISTORY.**

1941



*WILLYS MB*

*The first mass-produced Jeep® vehicle is introduced, and its 4WD system is tested and proven around the world. The original Willys MB was destined to influence every 4x4 manufactured since.*

1955



*CJ-5*

*Adapted for civilian use, the now famous CJ-5 took on more rounded body lines, softer seats, and larger leaf springs, which widened the appeal of vehicles equipped with 4WD capability.*

1963



*WAGONEER*

*The Jeep Wagoneer was the first vehicle to combine luxurious features with 4WD sport-utility capability, including front independent suspension and an automatic transmission.*

1976



*CJ -7*

*With a wheelbase 10 inches longer than the CJ-5, an available automatic transmission, available Quadra-Trac® 4WD, removable hardtop and full doors, CJ-7 introduced a flurry of groundbreaking Jeep brand firsts.*

1984



*CHEROKEE*

*Its sharp profile and proportions were seen as an innovative step forward in the now classic Cherokee. Command-Trac® 4WD was standard fare, with the option of a two- or four-door model.*

1993



*GRAND  
CHEROKEE*

*The first Jeep vehicle to offer Quadra-Coil™ suspension, revised Quadra-Trac® 4WD, four-wheel disc brakes, and an air bag, Grand Cherokee redefined luxury and capability, winning several awards.*

2003



*WRANGLER  
RUBICON*

*This much-anticipated Wrangler offered an incredible level of out-of-the-box capability, equipped with locking differentials and mud tires to tackle its namesake, the Rubicon Trail in California.*





*1963 Gladiator*

*1974 Cherokee*

*1997 Wrangler*

*1945 CJ-2A*

*1999 Grand Cherokee*

*1992 Cherokee*

*1955 CJ-6*

**SOLID BEDROCK FOR THE NEXT 70 YEARS ...**



**Jeep**<sup>®</sup>



**J e e p**

**Jeep**<sup>®</sup>

Explore more at **jeep.com**

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