

1981



C H E R O K E E

JEOP®

Jeep Cherokee. The Truck.

The alternative in 4WD sport/utility vehicles.

▀ If you're really serious about 4-wheel trucking this year Jeep Cherokee is the intelligent choice. Because Cherokee simply has more to offer than any other 4WD sport/utility truck.

Jeep Cherokee is the one that can trace its 4-wheel drive ancestry back 40 years, to World War II and the legendary quarter-ton predecessor of today's Jeep CJ that proved its mettle transporting personnel and material over trails crunched out by tanks and half-tracks.

Cherokee is the one that wears its tough truck lineage obviously, proudly, handsomely, with a low silhouette that makes it easy to enter and exit, yet with exceptionally high ground clearance and minimal front and rear overhang that lets it hang tough over terrain that



The legendary Military Model MB of World War II fame.

might hang up the others.

Cherokee is the one with an integral steel roof, not plastic.

Cherokee is the one that offers you a choice of rugged 4-wheel drive systems: durable and dependable part-time with free-wheeling front hubs, or famous full-time automatic Quadra-Trac.®

Cherokee is the one that's legitimately sized, with room, comfort and thoughtful appointments for five big people, plus very generous storage space for luggage and gear. And Cherokee is the only 4WD sport/utility truck that offers a convenient 4-door family version as well as a popular 2-door.

In 1981, Jeep Cherokee distinguishes itself further from other outdoor recreational 4WDs by packing more value, more efficiency,† more engineering excellence, more sheer excitement than ever in, under, around and throughout.

Jeep Cherokee. . .for serious 4-wheel truckers only!

† See EPA mileage statement on back cover.



Cherokee Laredo 2-door

Jeep Cherokee

Jeep Cherokee is the one vehicle in the 4WD sport/utility truck class that offers variety as well as rugged and dependable 4-wheel drive performance. It's available as a 2-door, wide-wheel 2-door or sporty 4-door.

And, as you've come to expect from Jeep Cherokee, all the standards for demanding off road action, as well as smooth on highway performance are at your command. Power steering, power front disc brakes, Goodyear 'Viva' radials (except wide-wheel models), contoured bucket seats...it's all there.

You'll also find a lot of practical engineering underneath. The standard 258 CID Six is 90 lbs. leaner, spryer than ever and coupled to a tough-built, lightweight, 4-speed, manual transmission. The new low-drag disc brake design and new front air dam help reduce rolling resistance. Jeep's proven-dependable part-time 4-wheel drive system features free-wheeling front hubs that let you select 2-wheel driving mode for more efficiency. On the available automatic transmission, a new lock-up torque converter provides improved highway performance.

And there's a lengthy roster of performance, appearance, comfort and convenience options including famous Quadra-Trac automatic 4-wheel drive, sun roof, and cruise control.

If it sounds like we're serious about putting you into Jeep Country this year with a lot of style, value and variety, you've got it!



Cherokee Laredo 4-door



Cherokee Chief 4-door



Cherokee Chief 2-door

Appearance & Equipment Packages

As you can tell from a quick feature review, Cherokee is one impressive 4WD sport/utility truck just as it comes from the factory. For those of you who seek a little individuality with your trucking, we offer special packages guaranteed to turn heads and win admirers on the trails or in your driveway.

Laredo

The ultra sports truck with its own distinctive personality. This bold beauty is available on the Wide-Wheel 2-door or the 4-door Jeep Cherokee. It includes:

- 15 x 8 chrome styled wheels (15 x 7 on 4-door)
- 10R15 Wrangler steel radial tires (P235/75R15 on 4-door)
- Special painted hub covers
- Black and silver "Laredo" quarter panel nameplates
- Flipper quarter window (Wide-Wheel 2-door), with gray-tone or bronze-tone glass depending on interior
- Special silver and gray or nutmeg and bronze exterior striping
- Bright roof drip and door frame moldings
- Convenience group: underhood light, lights-on buzzer, digital clock
- Light group: cargo area light and tailgate switch, courtesy lights, glove box light, ashtray light, map/dome light, lighted visor vanity mirror
- Visibility group: Halogen headlamps, intermittent wipers, matching chrome right and left remote exterior mirrors
- Front and rear bumper guards and nerf strips
- Luggage rack
- Extra quiet insulation
- Special buckets with center armrest
- Cara vinyl seat and door trim in black or nutmeg
- Black or nutmeg carpeting on the floors, wheelhouse coverings and side panels to beltline
- Black

Jeep Cherokee

Laredo (cont'd)

or nutmeg leather wrapped steering wheel • Black or nutmeg passenger assist handle • Door pull straps • "Laredo" nameplate and special striping on instrument panel • "Laredo" is available with ten regular production exterior colors. Check your Jeep dealer for specific color availability.

Cherokee Chief

The striking Chief appearance & equipment package is available on the Wide-Wheel 2-door Cherokee and standard on the 4-door. It includes:

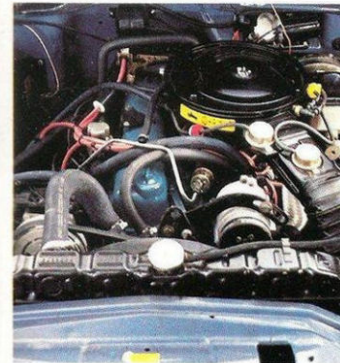
- Distinctive upper and lower body blackout treatment
- Special bodyside and tailgate striping
- Bright drip molding
- Flipper quarter window (Wide-Wheel 2-door)
- 15 x 8 white styled wheels and 10-15 Tracker A/T OWL tires (Wide-Wheel 2-door)
- 15 x 7 white styled wheels and P235/75R15 Wrangler steel radial tires (4-door)
- Bold blackout grille
- Rear bench and front buckets (w/fixed center armrest) trimmed in smart all-vinyl Sun Valley pattern featuring subtle gradations of black, blue, beige or nutmeg. (Sporty Western Weave fabric upholstery is optionally available in black, blue, beige or nutmeg.)
- Color keyed carpeting on the floor and wheelhouse covers
- Soft feel sports steering wheel
- Rear seat ashtrays
- Engine turned instrument cluster overlay
- Passenger assist handle
- "Chief" is available in 9 regular production exterior colors. Check your Jeep dealer for specific color availability.



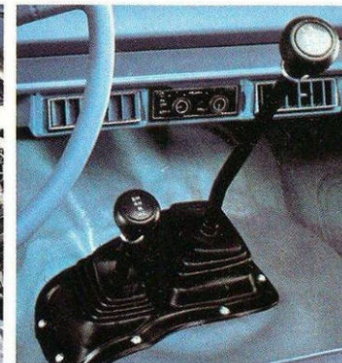
Interiors



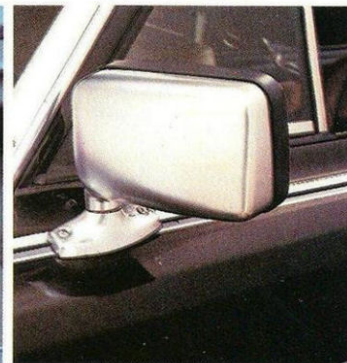
Once inside Cherokee you'd never suspect you were in a rugged go-anywhere, anytime 4-wheeler. It's that comfortable, that roomy, that quiet, that smartly appointed. You're looking at the handsome Sun Valley interior trim that's part of the "Chief" package available in subtle gradations of black, blue, beige or nutmeg. Also available for Cherokee Chief is smart Western Weave fabric trim in black, blue, beige or nutmeg. Laredo features special buckets trimmed in black with gray or nutmeg with honey accented Cara vinyl. The standard Cherokee bucket seat trim is Cara vinyl in black, blue or beige.



258 CID, Six, 2-barrel



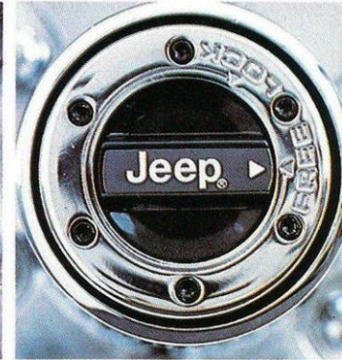
Part-time 4WD transfer case/
4-speed transmission



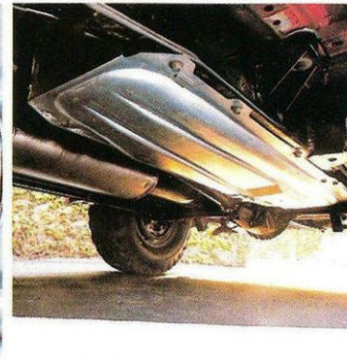
Dual remote mirrors
with swingaway feature



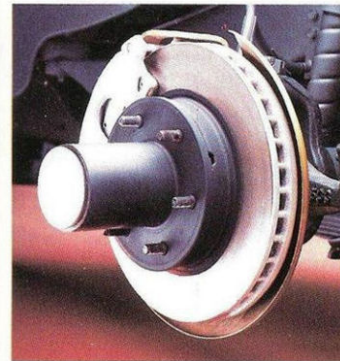
Electronic ignition system



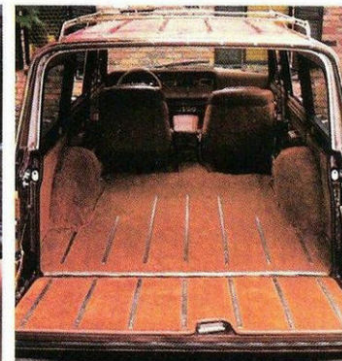
Free-wheeling front hubs



Fuel tank skid plate



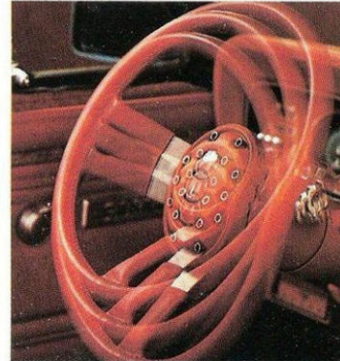
Power front disc brakes



Folding and removable rear seat



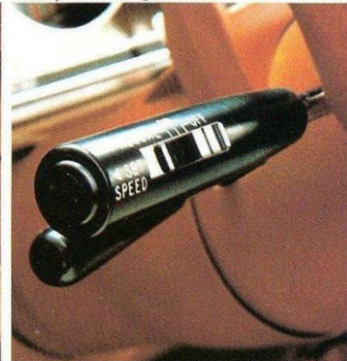
Rear window defroster
and power tailgate



Tilt steering wheel



AM/FM/CB stereo



Cruise control

Standard Features & Options

Standard:

- Ash tray—front
- Armrests—front & rear
- Cigar lighter
- Floor covering—color-keyed vinyl (front & rear seat floor area; vinyl cargo area mat)
- Gauges—oil, voltmeter, temp., fuel
- Glove box lock
- Heater & defroster
- Mirror—12" inside day/night
- Padded instrument panel
- Padded sun visors
- Seat, bench (rear); bucket(front)
- Washers—electric, and 2-speed electric wipers
- Bumpers—chrome plated aluminum
- Lights—head, parking, backup, tail, stop, directional signal (w/ lane-change detent), side safety marker, 4-way hazard flasher
- Mirror, outside (left)
- Moldings—bright vent window, windshield, tailgate
- Air cleaner—cellulose fiber
- Air dam, front (new)
- Alternator 12-volt, 63-amp
- Battery—12-volt 55-380
- Coolant (engine)—permanent w/Hi-Temp thermostat (50-50 mixture)
- Emission control system
- Engine—258 CID Six
- Exhaust system—single
- Fuel filters—tank and in-line at fuel pump
- Front stabilizer bar
- Hood release—inside (new)
- Power steering
- Steering column—energy absorbing w/anti-theft ignition, steering and transmission lock
- 4-speed, manual transmission
- Wheel trim—wheel covers (base 2-dr.)

Options:

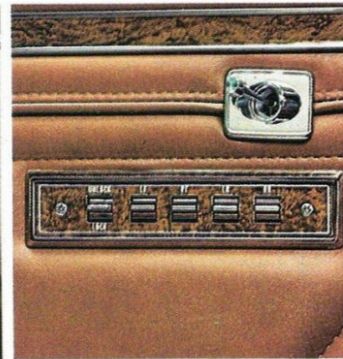
- Soft-feel sports steering wheel (incl. w/Chief)
- Carpeted passenger and cargo areas (incl. w/Chief & Laredo)
- Painted styled wheels
- Convenience Group—includes underhood light; lights-on buzzer; digital clock (incl. w/Laredo)
- Light Group—includes interior cargo light and tailgate switch; courtesy lights; glove box light; ashtray light; map/dome light; lighted visor vanity mirror (incl. w/Laredo)

Options (cont'd.)

- Visibility Group—right & left matching remote outside mirrors; intermittent wipers; Halogen headlamps (incl. w/Laredo)
- Air conditioning
- Tinted glass
- Rear window defroster
- Inside spare tire mount and cover
- Clear lens fog lamps
- AM radio and antenna
- AM/FM stereo radio & antenna
- AM/FM cassette
- AM/FM/CB stereo
- Premium audio system—includes power amplifier and higher fidelity speakers
- Dual front shock absorbers (Wide-wheel 2-door)
- 360 CID 2-bbl. V-8 (N/A Calif.)
- Automatic transmission
- Quadra-Trac full-time automatic 4-wheel drive
- Heavy duty cooling
- Extra duty suspension package
- Heavy duty shocks front and rear
- Heavy duty 70-amp battery
- Heavy duty 70-amp alternator
- Cold climate group—includes heavy duty battery & alternator; engine block heater
- Bumper guards (front & rear)
- Brush guard
- Protective floor mats
- Snow Boss Package—a complete snow plow installation (hydraulic controls, plow lights, wiring & heavy duty engine & chassis components)
- Trailer Towing—See your Jeep dealer for information about special trailer towing packages & for details on other factory options not included in this listing, & for a select list of dealer installed accessories.



Sun roof



Power windows and door locks



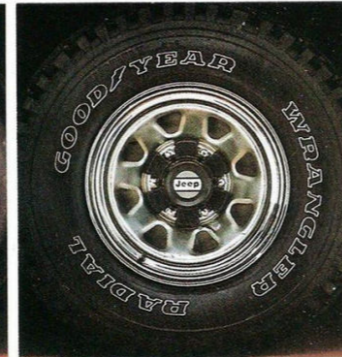
6-way power seat



Chrome wheel



Aluminum wheel



Wrangler tire



Hidden winch—dealer installed



Brush guard

Jeep Store

GENUINE JEEP PARTS AND ACCESSORIES ARE AVAILABLE ONLY FROM THE JEEP STORE... YOUR LOCAL JEEP DEALER.

Colors



4WD Systems

Nobody engineers 4-wheel drive systems like Jeep Corporation does, because nobody knows more about 4-wheel drive. 40 years of design innovation in 4WD has taught us how to do it right...how to engineer in toughness and durability. It's also taught us how to make our componentry lighter without sacrificing that toughness. That's increasingly important as we move through the 80's, and as more owners start using their 4WD vehicles for conventional driving needs, as well. With Jeep Cherokee you can have your 4-wheeling two ways: standard part-time with free wheeling front hubs; or the available Quadra-Trac® automatic 4-wheel drive.

Part Time

Part time Jeep 4-wheel drive with a 4-speed, fully-synchronized manual transmission is standard on all Cherokee models. Part time 4-wheel drive may also be teamed with an available automatic transmission.

In highway situations you simply slip the transfer case shift lever to the 2-wheel mode and unlock the front hubs. This disengages the front propeller shaft, front differential and front driving axles. Friction and noise are reduced accordingly.

For off road action, just lock the front hubs, shift the transfer case to the 4-wheel mode and your Cherokee becomes a go-anywhere-anytime sport/utility truck for you and your passengers plus a whale of a lot of gear.

Full time Quadra-Trac®

Quadra-Trac is a Jeep exclusive that provides sure-footed traction and a sense of security automatically while driving on highway in any weather or road surface situation.

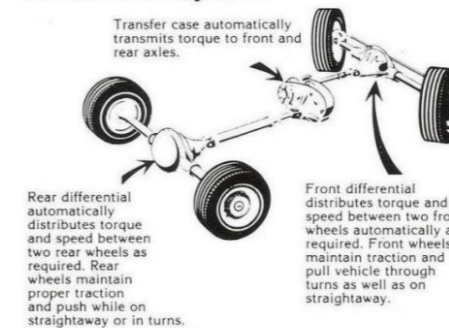
It's also a superb and predictable 4WD system for the most demanding of off road situations.

A unique controlled slip differential in the transfer case sets Quadra-Trac apart from all other 4-wheel drive systems. When one wheel loses traction the controlled slip differential automatically delivers torque to the axle with the most traction helping to pull or push Cherokee through trouble spots.

The process works instantly on any surface, resulting in excellent control, handling, stability and traction at all times, wherever you drive, and in all weather. That's security you'll be glad you have, in demanding driving situations.

Jeep Quadra-Trac automatic 4-wheel drive with automatic transmission is available for all Jeep Cherokee models. Viscous drive and a straight through high efficiency drive train design provide smooth, quiet operation. You select the driving range depending upon the surface condition: 4-Wheel High for normal operation; Low-Lock for extra push/pull power; Hi-Lock for very demanding situations. And, of course, you never have to leave the comfort of your Cherokee...it's all automatic.

Quadra-Trac® System



Vehicles illustrated in this brochure may vary slightly from actual production models.

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Tires

Wrangler steel radial tires bite deep in mud, sand and snow, are smooth and stable on the highway. 10R-15 OWL.

Tiempo double steel belted radials have 10,000 biting edges to grip the road in any weather. P225/75R15—W/W

Arriva Steel Radial is a new American standard for radial tire performance. P225/75R15

F-32 Winter radials are made of Flexten for remarkable adhesion when driving on slippery winter pavement. HR78 x 15—W/W

Tracker A-T tires are a wide, all-terrain, all-weather tire designed for durability and rugged 4-WD use. 10-15—OWL

Suburbanite XG Polyglass sure gripping tread design for off road traction. L78 x 15 BSW

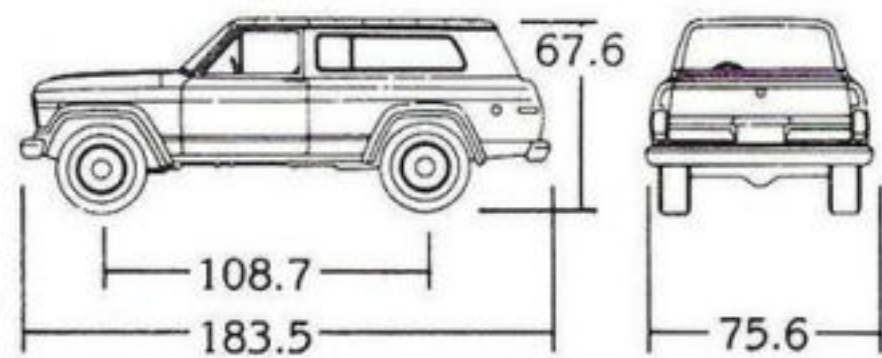
Suburbanite fiberglass belted. An excellent Town & Country tire for smooth ride and positive traction. H78 x 15 BSW

Viva Fiberglass belted tire. A strong all-around radial for highway and off road. P225/75R15 BSW/WSW.

Jeep Cherokee Specifications

Cherokee Dimensions

(inches unless otherwise noted)



Exterior	4-door	2-door
Length	183.5	183.5
Wheelbase	108.7	108.7
Width (Wide-wheel)	75.6	75.6/(78.9)
Height (Wide-wheel)	66.9	66.9/(67.6)
Tread (front/rear)	59.4/57.8	59.4/57.8
		65.4/62.3
Overhang (front/rear)	29.9/44.9	29.9/44.9
Min. ground clearance	7.7	7.7
		8.6
Tailgate opening width	54.9	54.9
Turning diameter, Curb to curb (feet)	37.7	37.7
		39.4
Interior		
Head room (front/rear)	38.0/37.2	38.0/37.2
Leg room (front/rear)	41.6/37.0	41.6/37.0
Hip room (front/rear)	60.5/60.9	60.5/60.9
Shoulder room (front/rear)	58.3/58.3	58.3/58.3
Cargo volume (cu. ft.)	95.1*	95.1*

* Rear seat removed.

Specifications

Axle, front	Full floating open end; GAWR: 3200 lbs.
Axle, rear	GAWR: 3200 lbs.
Brakes	New low drag power disc front (12" rotor); rear drum (11" x 2")
Fuel tank capacity	20.3 (approx.) gallons (w/skid plate)
4WD system	Part-time with manual free-wheeling front hubs. Available with automatic transmission. Quadra-Trac optional.
Transfer case	2-speed Part-Time standard with 2.6 low range gear reduction
Glass area	4438 sq. in. (2-dr.); 5142 sq. in. (4-dr.)
Gross vehicle weight	6200 lbs.
Springs, front	5 leaf 215 lbs./in. rate std.
Springs, rear	5 leaf 165 lbs./in. rate std.
Steering	Variable ratio, power
Transmission	Fully synchronized 4-speed manual floor shift standard; column mounted automatic transmission optional

Tires

Four P225/75R15 black side wall Goodyear "Viva" radial tires; Suburbanite XG Polyglas for Wide-wheel model. Temporary use polyspare.

Wheels

Four 15 x 6 six-bolt, 5.5" circle standard; 15 x 8 six-bolt, 5.5" circle white painted spoked steel wheels for Wide-wheel model; 15 x 7 six-bolt, 5.5" circle on 4-door

Cherokee Engine Availability

Engine	Carb.	Comp. Ratio	Bore & Stroke	Avail.
258 CID Six	2-bbl.	8.3:1	3.75" x 3.90"	std.
360 CID V-8*	2-bbl.	8.25:1	4.08" x 3.44"	opt.*

* Not available in California.

EPA Mileage

22 Hwy. Est. MPG, **15** EPA Est. MPG

Use these figures for comparison. Your results may differ due to driving speed, weather conditions and trip length. Actual highway mileage will be less. California figures were not available at time of publication. Consult your Jeep Dealer.



Jeep CJ

Drive one of our legends.



Jeep Cherokee



Jeep Pickup



Jeep Wagoneer



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