

JEEP GRAND CHEROKEE 03





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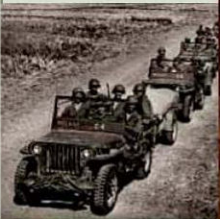
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The Jeep legend began in earnest with the Willys MB, a 4x4 so vital to the Allies' cause in World War II that General Dwight D. Eisenhower proclaimed that we could not have won the war without it.

Brilliant Black Grand Cherokee Overland, Inca Gold Wrangler Rubicon and Cactus Green Liberty Renegade shown.

In late 1941, the U.S. Army took delivery of the legendary Willys MB 4x4 — and military travel was revolutionized. After the war, the Willys CJ (the first civilian Jeep vehicle) began appearing on mountainsides across America, traveling via the "Jeep Trails" that

## The Jeep Brand: A Hero's Trail

still dot many of the most remote landscapes. That noble capability lives on today in Jeep Grand Cherokee, Liberty and Wrangler. Each is built to travel a hero's trail — one forged over six decades ago and constantly evolving.





You've got the spirit. That get-out-and-get-going attitude. Every so often you need to escape. And because you're accommodating, you like taking family and friends along, too. (At least, once in a while.) That's the beauty of Jeep, Grand Cherokee. With its powerful engines, proven four-wheel-drive

## Destination: Everywhere

systems and many interior amenities, it can rescue the important people in your life. Dull day-to-day driving is transformed as you accelerate toward the setting sun in complete comfort and with total confidence. Your Grand Cherokee puts you in command, making life just that much better for everyone you know.



**JEEP JAMBOREES** – Every year, Jeep vehicle owners come together to share their enthusiasm for the unpaved, rarely traveled trail. Fun-filled Jeep Jamborees provide them with unprecedented opportunities to discover stunning backcountry, challenge their Grand Cherokee, Liberty and Wrangler 4x4s and meet friendly people who are as genuine as the Jeep Brand itself. To request a 2003 Jeep Jamboree Guidebook, call (800) 925-JEEP (starting December 2002).



Find out more about CAMP JEEP and JEEP JAMBOREES @ [jeep.com](http://jeep.com)

**CAMP JEEP** – Perfect for families that love the outdoors as much as Jeep, 4x4s. If you enjoy four-wheeling, mountain biking, free outdoor concerts, kids' activities, engineering roundtables, making new friends and more, Camp Jeep is the place. For more information, call (800) 789-JEEP.







**A** Standard 17x7.5-inch Rogue Cast Aluminum with Satin Silver finish.

**B** Optional 17x7.5-inch Rogue Cast Aluminum, Chrome Clad.

You can't mistake it. Grand Cherokee Overland is every bit a purebred. From Overland's distinctive slotted grille to its painted rock rails, you know you're in for one heck of an adventure — with a little extra "boomp" thrown in. After all, appearances do count. Who doesn't like to look good crawling over boulders the size of Texas or towing your weekend watercraft?

## Overland: Superior Civility

The Overland Exterior Distinction • Exclusive Overland badging • Standard power sunroof • Rain-sensitive wiper system that takes the worry out of rain visibility • Dual power, foldaway, heated mirrors with driver's memory settings to help you see or stay out of the way • Rock rails for lower-body off-road protection

For additional Overland features and options, see page 23.

With its standard 17-inch Rogue Cast Aluminum wheels, painted rock rails and exclusive Overland badging, Grand Cherokee Overland (shown in Bright Silver) sits atop the Grand Cherokee model lineup.

Brilliant Black  
Crystal Pearl Coat

Graphite  
Metallic

Inferno Red  
Tinted Pearl Coat

Oryx Green  
Pearl Coat

Bright Silver  
Metallic

Enjoy your day in the sun with Overland's standard power sunroof. One-button operation selects express-open or comfort-stop settings.

Grand Cherokee Overland's Jeep, Grand roots start with the name. It's derived from Willys-Overland, the company that delivered the legendary Willys MB to the U.S. Army.



Enjoy a VIRTUAL TOUR of Grand Cherokee 





The standard has been set with Overland's High-Output 4.7L Power Tech V8, which delivers 265 peak horsepower and 325 pound-feet of torque for incredible power and performance. And your go-anywhere attitude is unrivaled due to the advanced Quadra-Drive\* four-wheel-drive system. Translation? Overland can take you to the top of the mountain. Right where you belong.

## Overland: Strength to Carry

The Overland Power Distinction • High-Output 4.7L Power Tech V8 engine • Five-speed fully electronic multirange automatic transmission with shifter-mounted overdrive lockout switch • Quadra-Drive 4WD system with Quadra-Trac II\* transfer case and Vari-Lok\* front and rear progressive locking axles • Up Country Suspension Group

For additional Overland features and options, see page 23.



The definitive word in capability is a standard offering on Overland. With Quadra-Drive, the Jeep Brand's most advanced four-wheel-drive system ever, you enjoy rear-to-front and side-to-side torque transfer. This means you can keep Overland on the move, even when only one wheel has traction. Suddenly, your destinations are more numerous. Where will you go today?

LOSS OF TRACTION



TRANSFER OF POWER

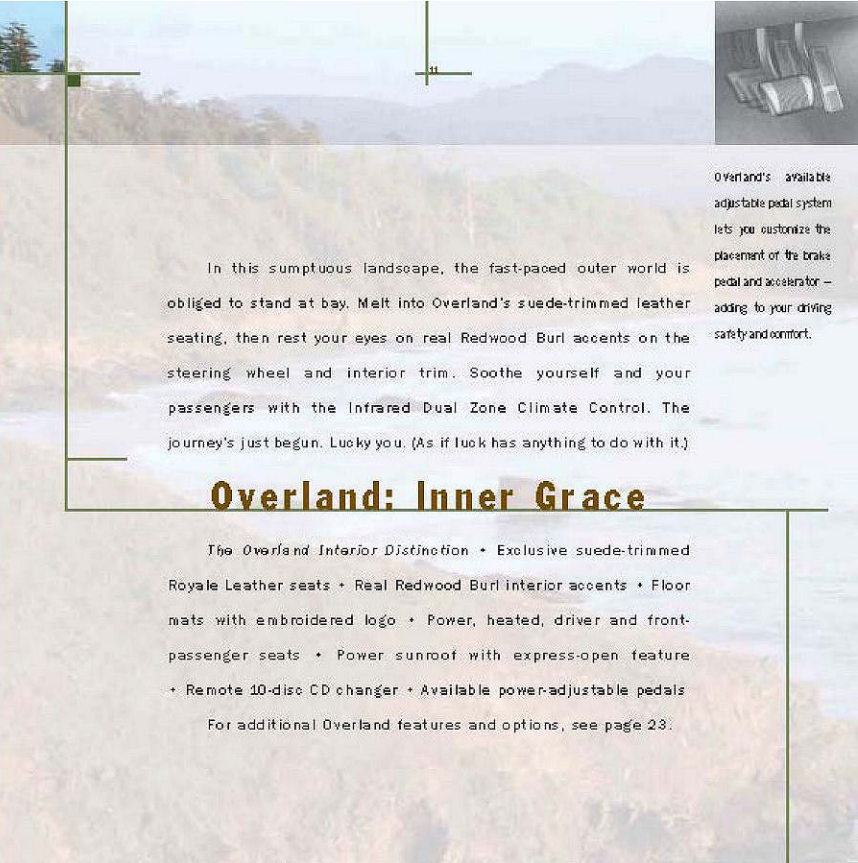


With a standard High-Output 4.7L Power Tech V8 engine and towing capacity of up to 6,500 pounds, Overland is built to perform. See Towing Data chart on page 22 for required towing equipment.





Grand Cherokee Overland suede-trimmed leather seating shown in Light Slate Gray.



Overland's available adjustable pedal system lets you customize the placement of the brake pedal and accelerator – adding to your driving safety and comfort.

In this sumptuous landscape, the fast-paced outer world is obliged to stand at bay. Melt into Overland's suede-trimmed leather seating, then rest your eyes on real Redwood Burl accents on the steering wheel and interior trim. Soothe yourself and your passengers with the Infrared Dual Zone Climate Control. The journey's just begun. Lucky you. (As if luck has anything to do with it.)

## Overland: Inner Grace

The Overland Interior Distinction • Exclusive suede-trimmed Royale Leather seats • Real Redwood Burl interior accents • Floor mats with embroidered logo • Power, heated, driver and front-passenger seats • Power sunroof with express-open feature • Remote 10-disc CD changer • Available power-adjustable pedals

For additional Overland features and options, see page 23.

Supplemental side-curtain air bags\* for front and rear outboard passengers join driver and front-passenger millistage air bags\* to offer you greater peace of mind.



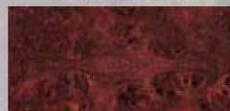
For representational purposes only.

\* Certified to the Federal Regulations that allow less forceful front air bags. Always use a seat belt. Children 12 and under should always be in a backseat, correctly using an infant or child restraint system, or the seat belt positioned correctly for the child's age and size.

Royale Leather/Preferred Suede Light Slate Gray



Redwood Burl Interior Trim



Mopar's Navigational Radio is the perfect travel companion. This system provides a colorful electronic map, turn-by-turn directions and voice prompts to assist you in reaching your destination.







**A** Standard  
17.0-inch Avila  
Cast Aluminum with  
Sparkle Silver painted  
accents.

**B** Optional  
17.75-inch Rogie  
Cast Aluminum,  
Chrome-Clad.



Available Mopar  
17.75-inch  
Chrome Cast  
Aluminum.

**JEEP ACCESSORIES BY MOPAR** offer the opportunity to enhance and personalize your Jeep Grand Cherokee. They are available for purchase and installation at your Jeep dealer. See your dealer for the latest Mopar product information, and check out the Web site at [mopar.com](http://mopar.com).

Sure, it's grand. But underneath all that finery is an adventurous spirit ready to ride and rescue. Whether you're uptown or out of town, Grand Cherokee Limited is loaded with enough capability to cover any terrain and haul or tow with full-strength power. Best of all, it's built with true Jeep Brand genes to put you in command of a full range of road conditions and driving situations.

## Limited: Upscale Adventure

*The Limited Power Distinction* • A choice of three capable Power Tech engines (190-horsepower in-line six, 235-horsepower V8 and 265-horsepower High-Output V8) • A choice of three proven Jeep four-wheel-drive systems • Exclusive Quadra-Coil™ suspension • Available Tire Pressure Monitoring System

For additional Limited features and options, see page 23.



Grand Cherokee Limited (shown in Patriot Blue) is enhanced by integrated fog lamps, deep tinted side and liftgate glass and body-color grille, bumper fascias and lower body-side cladding. Shown with Mopar 17-inch Chrome Cast Aluminum Wheels, Rock Rails and Splash Guards.

Discover more about Power Tech ENGINES [Jeep.com](http://Jeep.com)



Grand Cherokee can tow up to 6,500 pounds with either V8 engine and up to 5,000 pounds with the Power Tech I6 engine. See Towing Data chart on page 22 for required towing equipment.

Brilliant Black  
Crystal Pearl Coat



Patriot Blue  
Pearl Coat



Dark Garnet Red  
Pearl Coat



Graphite  
Metallic



Inferno Red  
Tinted Pearl Coat



Oryx Green  
Pearl Coat



Steel Blue  
Pearl Coat



Light Pewter  
Metallic



Bright Silver  
Metallic



Stone  
White







The secret's out. With 10 power adjustments, Limited's leather-trimmed driver's seat can harmoniously match the curve of your body. While you're at it, pick the ideal temperature for both you and your front passenger, and there it stays. To the technically savvy, it's called Infrared Dual Zone Climate Control. To you, it's simply another good reason to reinstate the Sunday pleasure drive.

The Jeep Memory System allows you to enjoy instant customization of the driver's seat position, driver-side exterior mirror, 10 AM and 10 FM radio presets, last station settings and power-adjustable pedals (if equipped).

## Limited: The Seat of Perfection

The Limited Interior Distinction • Jeep Memory System with programmable features for two drivers • Infinity Gold® Sound System with six premium speakers • Overhead console with customer-programmable safety/convenience features • Leather-wrapped steering wheel with audio controls and speed control switches

For additional Limited features and options, see page 23.



Remote radio controls for station seeking, volume and CD/cassettes selecting are conveniently located on the underside of the steering wheel.

Grand Cherokee Limited leather-trimmed interior shown in Dark Slate Gray.

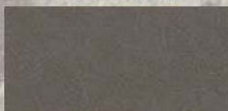
Royale Leather, Dark Slate Gray



Royale Leather, Sandstone



Royale Leather, Taupe







Standard 16x7-inch Silverblade Cast Aluminum with Sparkle Silver painted accents.

Heroic endeavors require particular capabilities. Whether you're rescuing a fellow trail rider or trekking across the continent, Grand Cherokee Laredo is a grand companion, indeed. Consider its abundant ground clearance, available skid plates and full-time Selec-Trac® or Quadra-Trac II® on-demand four-wheel drive, for starters. When the call is made to serve and protect, you'll have the superior resources to remain in command, wherever you go.

## Laredo: Off-Road Hero

The Laredo Power Distinction • Standard 190-horsepower 4.0L Power Tech I-6 engine, available 235-horsepower 4.7L Power Tech V8 engine • Standard Selec-Trac or available Quadra-Trac II four-wheel drive • Four-wheel disc antilock brakes with electronic brake distribution • Quadra-Coil™ suspension

For additional Laredo features and options, see page 23.

The exclusive Quadra-Coil suspension gives Grand Cherokee exceptional capability at pavement's end — without sacrificing its on-road manners.



The front and rear bumper fascias and lower body-side cladding on Grand Cherokee Laredo (shown in Bright Silver) are made of an energy-absorbing polymer to help protect the vehicle's exterior from stone damage.

Learn more about Jeep 4x4 SYSTEMS 

Brilliant Black  
Crystal Pearl Coat



Patriot Blue  
Pearl Coat



Dark Garnet Red  
Pearl Coat



Graphite  
Metallic



Inferno Red  
Tinted Pearl Coat



Onyx Green  
Pearl Coat



Steel Blue  
Pearl Coat



Light Pewter  
Metallic



Bright Silver  
Metallic



Stone  
White







The Lockable Cargo Organizer from Mopar keeps cargo secure and hidden from view. Ask your dealer about the full line of Jeep Accessories by Mopar.

Since no two tasks are alike, you can reconfigure the rear 40/60 split-folding bench seat to hold people and haul gear. Headed to parts unfamiliar at night? Passengers can use Laredo's courtesy lamps to check the map. And with remote keyless entry, you can forget about fumbling to unlock the door. That's peace of mind, refined and ready to drive – any which way you like.

## Laredo: Friend In Deed

The Laredo Interior Distinction • Standard cloth seating, leather-trimmed seating available • Six-way power-adjustable driver's seat • Illuminated entry system • Power accessory operation delay • Full-length center-floor console • Dual visor vanity mirrors • Instrument panel-mounted auxiliary power outlet

For additional Laredo features and options, see page 23.

Take a **VIRTUAL TOUR** of the interior, and **LOAD IT** with cargo 

**JEEP PROVISIONS**, a rugged line of licensed wearables, luggage, electronics, sports equipment and more offers classic gear for the Jeep Brand enthusiast. Visit provisions.jeep.com to view our online catalog.

Laredo's interior is full of thoughtful touches, like this floor-mounted grommet that keeps the driver-side floor mat from sliding under the accelerator and brake pedals.

Grand Cherokee Laredo cloth interior shown in Sandstone. Available lowback front bucket seats shown. Highback, front bucket seats standard.

Remember to properly secure all cargo.

Landscape Cloth, Dark Slate Gray



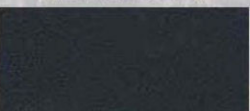
Landscape Cloth, Sandstone



Landscape Cloth, Taupe



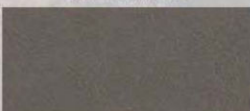
Royale Leather, Dark Slate Gray



Royale Leather, Sandstone



Royale Leather, Taupe





When you've won literally dozens of prestigious awards over the years, you've earned the right to show your pride. And so, Grand Cherokee can stake a claim on any 4x4 mountain. It's reached the top to be recognized time and time again. And with deep roots in the heroic Willys MB that started it all, Jeep Grand Cherokee is built to live up to its legendary status.

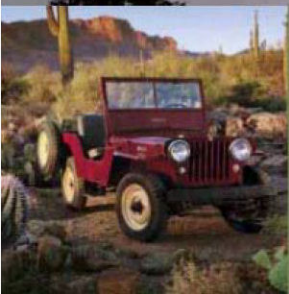
## Pick of the Pride

So whether you choose the potent Grand Cherokee Overland, stylish Limited or rugged Laredo, you're always driving an authentic Jeep vehicle. With features that make it easy to go everywhere; with amenities that make getting there half the fun. That's what's made Jeep the most award-winning brand of 4x4s.\* So rest assured, Grand Cherokee has what it takes to make you proud.

\* Based on analysis of U.S. national automobile publications, 1992-2002.



Forerunners to Jeep Grand Cherokee, the 1945 Willys Model 463 Station Wagon (right) featured an industry-first all-steel body. The last of the classic Wagoneers — the Grand Wagoneer (below) — finished production in 1991.



The first civilian Jeep vehicle was the hard-working 1945 CJ-26. Today, Jeep vehicles remain true to their heritage by giving owners a sense of personal capability and freedom.

Graphics: Jeep Grand Cherokee Overland, PeWor Grand Cherokee Limited and Inferno Red Grand Cherokee Laredo shown.







## Jeep® Brand Resources

You can follow these simple steps to find the new Jeep® vehicle that meets your needs – and suits your lifestyle.

### **Visit your dealership.**

Your Jeep dealer's knowledgeable and professionally trained staff can guide you through the shopping process with expert advice. You'll bring along some expertise of your own after you ...

### **Visit [jeep.com](http://jeep.com).**

Our Web site offers detailed information on all Jeep vehicles. You can virtually assemble any Jeep 4x4 you like by choosing the model with your favorite color combinations, equipment and features – and then pricing it all out. If you have even more questions ...

### **Call (800) 925-JEEP.**

Our seasoned Jeep Brand customer service representatives are there with help – and all the answers.

### **Warranty.**

All 2003 Jeep vehicles are covered by a 3/36 Basic Limited Warranty and a 7/70 Powertrain Limited Warranty. Deductible applies to 7/70. Ask your dealer for additional details and a copy of these Limited Warranties.



### **Financing options.**

Chrysler Financial, a member of the DaimlerChrysler Services Group, has flexible payment plans and financing products available for qualified buyers. Ask your Jeep dealer to help you arrange a Chrysler Financial financing or leasing plan that is adaptable to your vehicle needs and your lifestyle. To find more information about our wide variety of financing products, use our loan/lease payment estimator or apply for pre-approval, visit [chryslerfinancial.com](http://chryslerfinancial.com).

# Jeep

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