# 75 YEARS. CELEBRATED ICONS. LEGENDARY CAPABILITY.

1941

1945

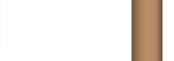
1952

1955

1963

# CJ-2A

Advertised as "A Powerhouse on Wheels." First civilian Jeep, model, or "CJ," was marketed as the ideal vehicle for deliveries, on farms or in construction. Built upon the MB by including a tailgate, side-mounted spare tire and an improved gearbox.



### **WILLYS MB**

Based on "Quad" prototype built by Willys-Overland Motors. First Jeep, vehicle to be mass-produced and first to wear a stamped grille (which evolved into the seven-slot grille that represents the Jeep, brand today). It's been described as America's greatest contribution to modern warfare. Influenced every 4x4 that followed in its tracks.

Perhaps the most iconic military Jeep vehicle. Endured a 19-year tour of duty that spanned the globe. First "round-fender"

Jeep. 4x4. Forerunner to the classic CJ-5.



WORLD WAR II ENDS

Sold as the Universal until the 1970s. Quickly became a favorite of those looking for outdoor recreation. Fortified with rugged capability and durability that still defines Jeep 4x4s. Spanned 30 years and enjoyed the longest production run of any Jeep vehicle. More than 600,000 vehicles sold in more than 150 countries.



**GLADIATOR** First four-wheel-drive truck offered in America with an automatic transmission. The name may have changed, but the Gladiator design was so



MAN WALKS ON THE MOON

**WAGONEER** More than just a 4x4, it helped spark the SUV revolution. First SUV to offer an automatic transmission in a 4x4. Modern styling and elevated comfort captivated the public. An immediate success that was at home both on the job and carrying the family. By 1973, featured the groundbreaking Quadra-Trac® 4x4 system

- the first automatic full-time four-



## **CHEROKEE**

The Cherokee name was introduced to the Jeep brand for the first time. Featured two-door styling with bucket seats, a sports steering wheel and racing detailing designed to appeal to younger drivers. The Cherokee name has remained part of the Jeen brand legend for 35 years

1974

1976

1984

1987

1992

CJ-7 First major Jeep vehicle design change in 20 years. First Jeep vehicle to offer an optional molded plastic top and steel doors. Replaced the CJ-5 after a 30-year production run.



AMERICA CELEBRATES BICENTENNIAL

**GRAND WAGONEER** As Wagoneer and Cherokee evolved into more compact versions, Grand Wagoneer lived on as the upscale,



## **CHEROKEE XJ**

A landmark in Jeep brand workmanship. Cherokee XJ was named "4x4 of the Year" by three magazines in 1984. Remained largely unchanged until 1997. Proved enduringly popular with 4WD enthusiasts for its capability and customizable features.



public's desire for a compact SUV with more creature comfort. Featured a lower center of gravity, improved handling and a more comfortable interior. Set the precedent for one of the most beloved Jeep 4x4s of all time.

**GPS AVAILABLE TO PUBLIC** 



# The birth of a legend. Answered the

WRANGLER

**HUBBLE TELESCOPE LAUNCHED** 

**GRAND CHEROKEE** 

Bar raised and mold shattered, Grand Cherokee debuted when Chrysler President Bob Lutz drove it through a plate-glass window at the Detroit Auto Show. Won Motor Trend's 1993 Truck of the Year® award. Offered Jeep brand firsts, such as Quadra-Coil $^{\text{TM}}$  suspension and the revised Quadra-Trac I® 4WD system

Innovative influence is still felt in the 2011 Grand Cherokee.



**WRANGLER** 

since the Quad evolved into the MB. Retro look nodded to the CJ-7, with rounded headlamps, seven-slot grille and fold-down windshield. Earned rave reviews as an adaptable trail vehicle

Most thoroughly redesigned Jeep vehicle



**WRANGLER UNLIMITED** A descendant of the 1941 Willys MB. Melded unique, four-door open-air design with classic Jeep, brand cues like trapezoidal wheel flares and the iconic seven-slot grille. Offered advanced innovations such as the Rock-Trac®



## U.S. FLAG BECOMES LONGEST FLYING FLAG

## **GRAND CHEROKEE**

After more than four million sales of the first Grand Cherokee, the pinnacle of Jeep brand on-road refinement and off-road capability arrived. Built with a sleek new exterior, lavish interior amenities and innovative 4x4 technology. A true celebration of American craftsmanship and quality.



2007

2011

CHEROKEE Sculpted and athletic with an eye-catching, aerodynamic appearance, signature LED daytime running lamps and a seven-slot grille that captures a more modern look — pushing the boundaries of legendary Jeep design. Built for those who embrace a curious and restless spirit.



**RENEGADE** The first-ever Jeep small SUV. Grounded in legendary Jeep brand 4x4 capability and created with modern styling for a new generation.The all-new Renegade captures attention with its unique design that includes inspiration from various military gear. Has a spirit that is truly reflective of its storied name



## 2015

2016

2014

**75TH ANNIVERSARY WRANGLER** Unique Bronze-finish exterior accents, special interior and added capability

highlight Wrangler¹s legendary and historic past, unmatched by any other vehicle on earth. Freedom-lovers everywhere can celebrate their "Go Anywhere, Do Anything™ lifestyle with this unique, feature-loaded icon.





