

# 75 YEARS. CELEBRATED ICONS. LEGENDARY CAPABILITY.

1941

## 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.

1945



WORLD WAR II ENDS

## M38-A1

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.

1952

1955



## CJ-5

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 popular, it lasted through 1987.



## 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-wheel-drive system ever made.



1963



MAN WALKS ON THE MOON

## 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 Jeep brand legend for 35 years.



## 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.



1974

1976



AMERICA CELEBRATES BICENTENNIAL

## GRAND WAGONEER

As Wagoneer and Cherokee evolved into more compact versions, Grand Wagoneer lived on as the upscale, luxurious SUV of the elite.



## 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.



1984



GPS AVAILABLE TO PUBLIC

## WRANGLER

The birth of a legend. Answered the 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.



HUBBLE TELESCOPE LAUNCHED



1992

## WRANGLER

Most thoroughly redesigned Jeep vehicle 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.



## 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™ suspension and the revised Quadra-Trac I® 4WD system. Innovative influence is still felt in the 2011 Grand Cherokee.



1997

## 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® 4WD system. The legend kept climbing.



2007

## 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.



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.



2014

## RENEGADE

The first-ever Jeep brand 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

## 75<sup>TH</sup> ANNIVERSARY WRANGLER

Unique Bronze-finish exterior accents, special interior and added capability highlight Wrangler's 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.



2016

# Jeep

