

ALL NEW ALL 'JEEP'

'Jeep' Gladiators



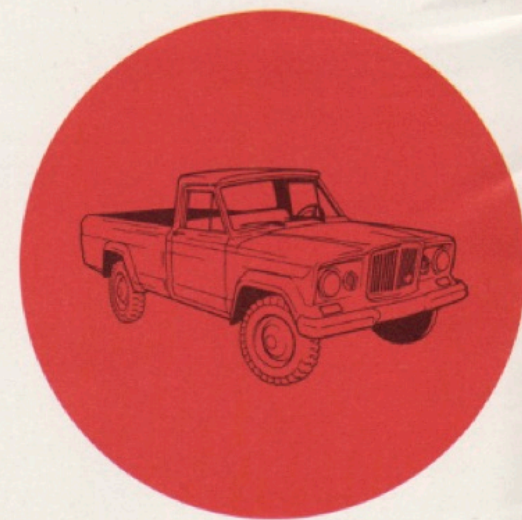
ALL NEW ALL 'JEEP'

The all new 'Jeep' Gladiators give you a complete line of rugged, high-capacity 2 and 4-wheel drive pick-up and platform-stake trucks to choose from: two series, the 120-inch-wheelbase J-200's and the 126-inch-wheelbase J-300's; four body styles, the trim Townside, the rugged Thriftside, the single rear wheel Stake Model, and the dual rear wheel Stake Model; and a family of G.V.W. ratings, *4,000, 5,600, and 6,600 lbs. in the J-200 Series, *5,000, 6,600, and 7,600 lbs. in the J-300 Series, and 8,600 lbs. in both the J-200 and J-300 dual rear wheel Stake Models. For pick-up and delivery service, there's the all new 110-inch-wheelbase 'Jeep' Panel Delivery . . . smart, modern looking, in both 2 and 4-wheel drive models.

The 'Jeep' Gladiator Pick-up Trucks have a newness all their own . . . the culmination of an intensive program of development, testing and improvement. The result is a truck that gives you new ruggedness, new roadability and comfort, new work potential, wrapped up in a clean-lined body that is rugged enough to withstand the hardest abuse. It's an all-situation, all-weather truck with a tough, durable frame to protect vehicle, passengers and contents . . . with galvanized lower body sills and underbody structural members to protect against rust.

2 AND 4-WHEEL DRIVE

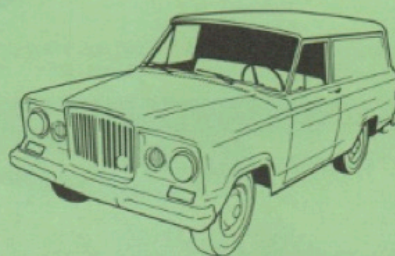
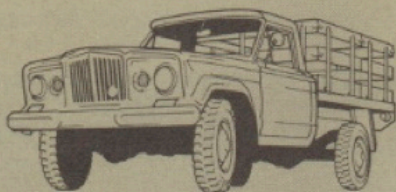
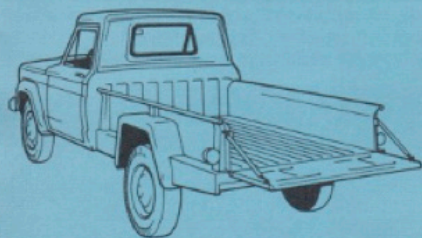
'Jeep' Gladiators



There's a lot more that's new with both 2 and 4-wheel drive Gladiator Trucks . . . an optional 4-speed transmission (standard in the 8,600-lb. G.V.W. models). A highly advanced independent front suspension is available . . . plus automatic transmission (both 'Jeep' "exclusives" in the 4-wheel drive models), power brakes and power steering to make the going easier and safer. There's a new, low silhouette and high ground clearance. New interiors and body colors. In the 4-wheel drive Gladiator, there's a new silent transfer case that's simple to use and indicator lights to take the guesswork out of shifting.

The mighty Tornado-OHC 6-cylinder engine provides the GO-power to move big loads and travel high-speed roads—with gas economy that's hard to match. And speaking of economy, in the new 'Jeep' Pick-Up Trucks you change oil at 6,000 mile intervals, lubricate at 30,000 miles! Test drive one of the new 'Jeep' Gladiators . . . the world's most advanced, most useful truck series!

*4,000 and 5,000-lb. G.V.W. models not available in Export Markets, except Canada.



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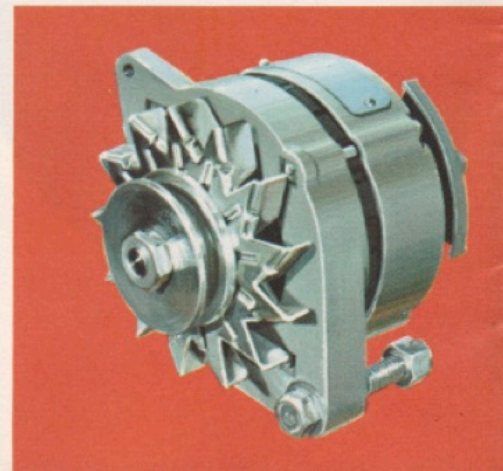
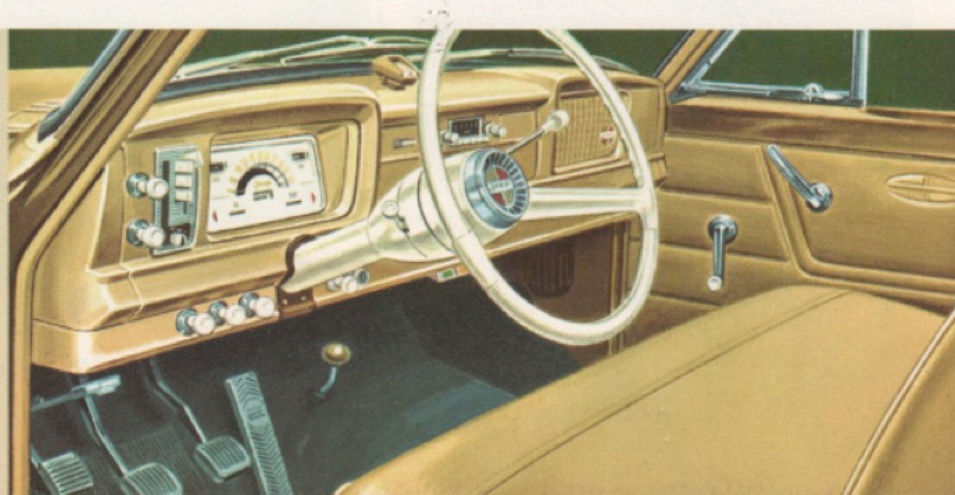
'Jeep'



J-300 TOWNSIDE
Shown above in President Red.

ALTERNATOR: Typical of the advanced design of these all new 'Jeep' trucks is the Gladiator's alternator. A major electrical system improvement, this component insures extra long-range economy and dependability. Unlike the conventional generator, the alternator supplies ample electrical current while engine is idling, even with electrical accessories in use! Makes battery last longer and helps assure faster starts in winter.

INTERIOR: One glance at the interior of your 'Jeep' Gladiator, and you've discovered the perfect combination of the fashionable and functional. Easy-to-keep-clean vinyl material covers the wide comfort-designed seats. Attractive interior finishes harmonize with exterior body colors. Suspended pedals keep floor uncluttered. Depressed center steering wheel, positive safety door locks and fingertip controls grouped for easy access add safety and convenience to the comfortable 'Jeep' Gladiator Cab. Specially trimmed Custom Cab available.



Gladiator

TOWNSIDE MODEL

Outside . . . inside . . . it's the all new Townside, the smartest new entry on the American truck scene. With flowing contours from front to back, the Townside's bold styling sets it apart from other pick-up trucks. Handsomely finished interiors, and a choice of 10 attractive body colors enhance the Townside's classic beauty.

Economical to own and operate, 'Jeep' Gladiators are built to take punishing body blows, rough use and daily demands of heavy work loads. Gladiator Trucks' firm-riding suspension carries big loads over rough terrain effortlessly . . . yet lets you enjoy smooth going over paved surfaces. Whether you choose a 2 or 4-wheel drive model, you'll find that Gladiator Trucks are easy-loading, durable, smooth-handling and tops in versatile efficiency.

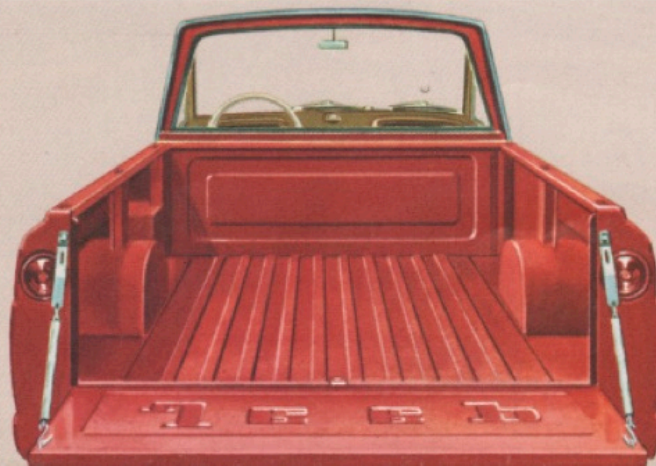
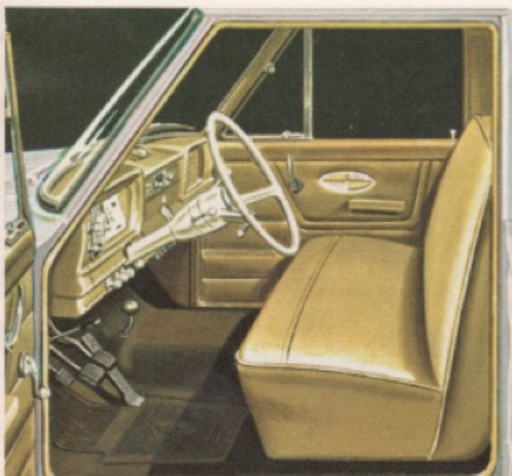
DOOR OPENINGS: The doors of the 'Jeep' Gladiator are designed for the people who use them. Wide 82-degree door swing plus door frames without the bothersome "dog leg" make entering and leaving your new 'Jeep' Pick-up Truck more a pleasure and less an athletic endeavor. Its short ground to floor measurement eliminates "step-ladder" climb getting in and out. Gone are the climbing, sliding, knee-ducking gymnastics.



J-200 TOWNSIDE

Shown above in Sierra Blue.

CARGO AREA: The amazing 'Jeep' Gladiators tell a BIG story of cargo space and payload capacity. All models are engineered to take hefty loads up to 3700 lbs. in either the 2 or 4-WD models of the 7600-lb G.V.W. J-300. And take a look at the load space!

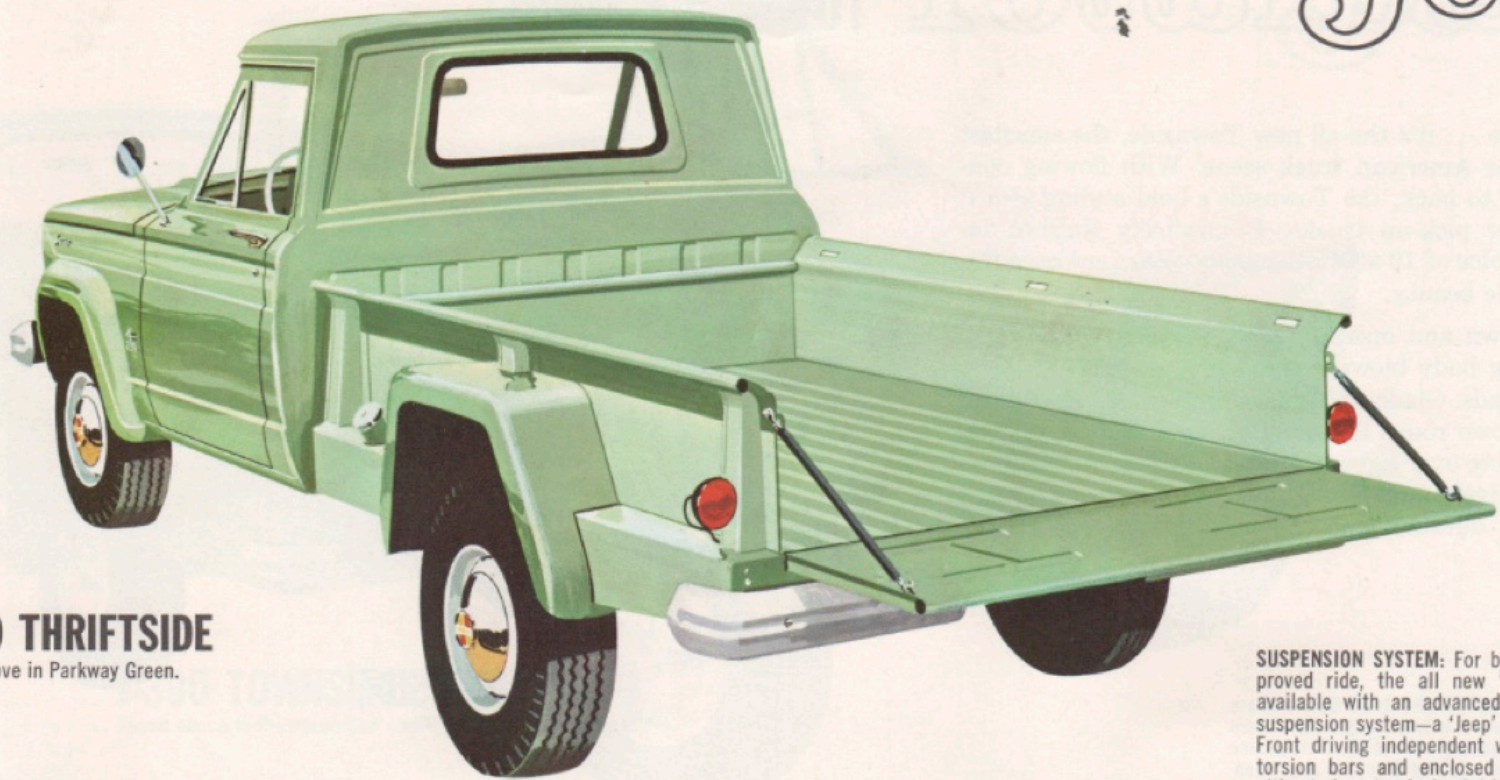


GLADIATOR TOWNSIDE PICK-UP BOX CARGO AREA

	J-200	J-300
Length at floor	84.34	96.34
Length with tailgate down	106.03	118.03
Width at floor, maximum	71.00	71.00
Width between wheelhouses	50.10	50.10
Tailgate opening	55.75	55.75
Tailgate height from top of floor	20.17	20.17
Ground to floor	27.34	27.63

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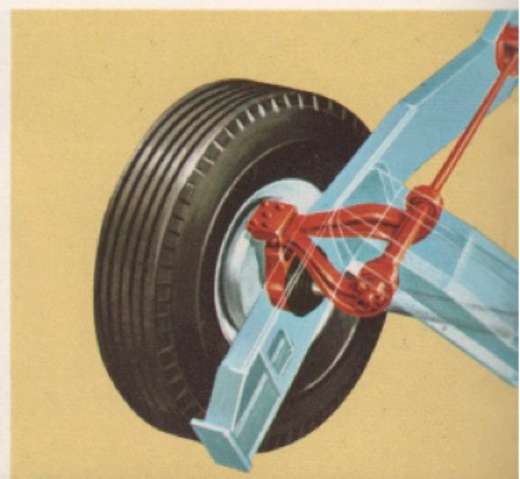
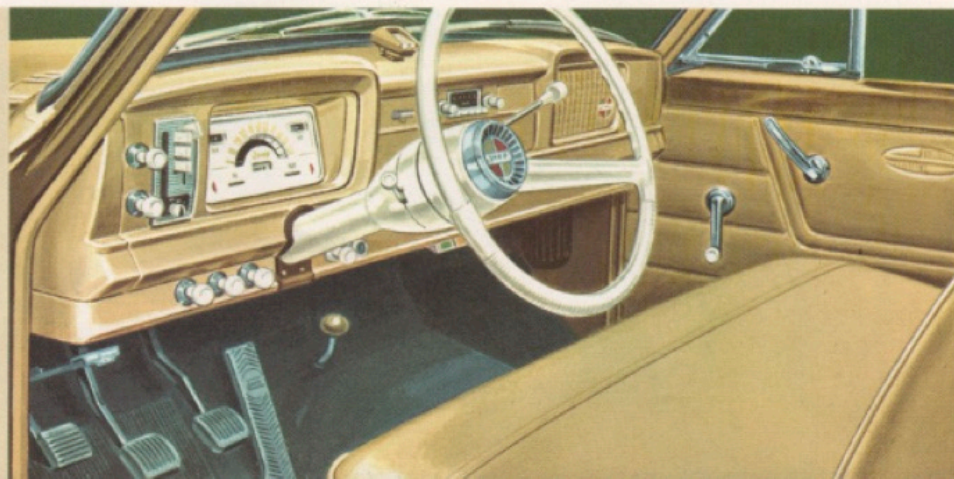


J-300 THRIFTSIDE

Shown above in Parkway Green.

SUSPENSION SYSTEM: For better handling and an improved ride, the all new 'Jeep' Pick-up Trucks are available with an advanced-design independent front suspension system—a 'Jeep' exclusive in 4-wheel drive. Front driving independent wheel axle with protected torsion bars and enclosed axle shafts provides the ultimate in extra 4-wheel drive traction and still retains the unparalleled comfort of front independent suspension. And don't bother to look for this feature on competitive 4-wheel drive trucks . . . you won't find it.

INTERIOR: An attractive instrument cluster and dashboard, uncluttered floor and fashionable vinyl materials lend stylish good looks to the Gladiator cab. With its short step-height and absence of door dog-legs and sills, the Gladiator cab is among the easiest to get in and out of. Important safety features are standard with the 'Jeep' Gladiators, too . . . such as a depressed-center steering wheel, positive safety door locks, big easy-reading dials and fingertip controls. Custom Cab with deluxe trim, foam seats also available.



Gladiator

THRIFTSIDE MODEL

As easy on the eye as it is tough on the job . . . that's the all new 'Jeep' Gladiator Thriftside model. Take the wheel of your 2 or 4-wheel drive Gladiator Thriftside and you're ready for anything. Here's a clean-lined beauty that has what it takes for the toughest jobs—thanks to its wear-saving design and styling . . . thanks to its 'Jeep' Gladiator name.

You'll look hard and still not find another pick-up truck that offers the features and advantages of the new 'Jeep' Gladiator. There's new economy—uses regular fuel . . . 6,000 mile oil change . . . 30,000 mile lube . . . easier and less frequent maintenance . . . low initial cost! Its advanced design features a new silent transfer case (4WD only) and hydraulic clutch operation—or automatic transmission if you want it in G.V.W.'s from 4,000 to 7,600 lbs. Tires take chains both front and rear for added ground gripping traction, and big high-flotation 9.00 x 15 sand tires can be used.

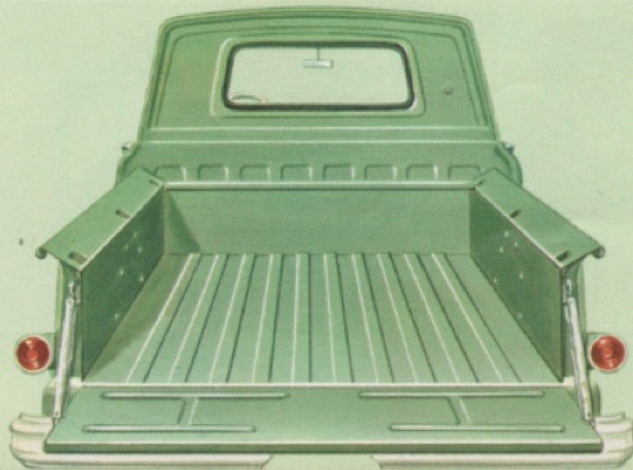
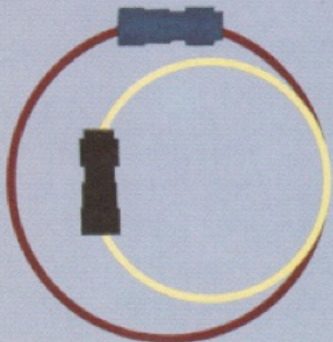


J-200 THRIFTSIDE

Shown above in Nordic Blue.

TURNING RADIUS: Ruggedness, roadability and handling ease are important considerations to every truck owner. With its compact turning radius—24 feet, 9 inches in the J-200's, 26 feet, 3 inches in the J-300's—the 'Jeep' Gladiator handles like a much lighter vehicle. This means more maneuverability, easier handling and less driver fatigue. In off-the-road situations this can mean the difference between getting there the easy way and not getting there at all.

CARGO AREA: In the language of truckers, payload means profit. With ample floor area and high pound-for-pound capacity, the all new 'Jeep' Gladiator Trucks give you the kind of weight and space capability that you look for in a pick-up. And once it's loaded, your 'Jeep' Gladiator has the traction and power to move the load efficiently . . . economically.



GLADIATOR THRIFTSIDE PICK-UP BOX CARGO AREA

	J-200	J-300
Length at floor	84.34	96.34
Length with tailgate down	99.41	111.41
Width at floor, maximum	48.60	48.60
Tailgate opening	48.60	48.60
Width between wheelhouses	48.60	48.60
Tailgate height from top of floor	13.69	13.69
Ground to floor	27.34	27.63

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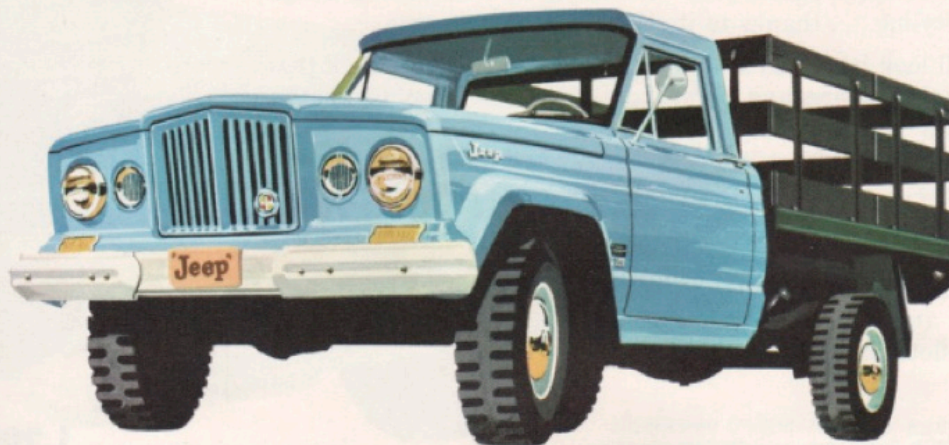
'Jeep' Gladiator

STAKE MODELS



J-300 DUAL REAR WHEEL STAKE MODEL

Shown above in President Red.



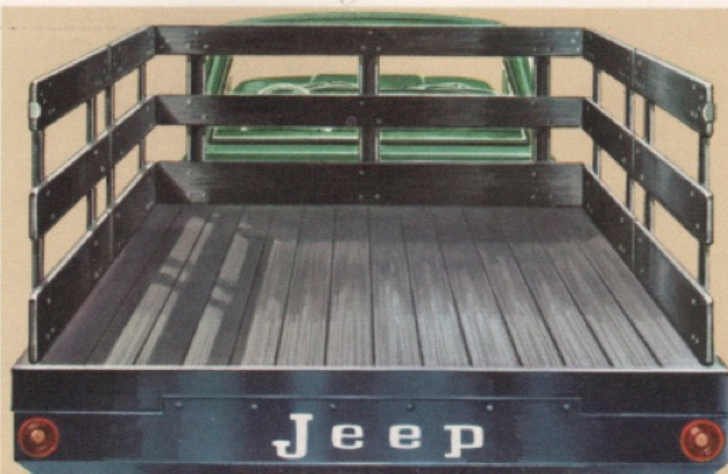
J-200 SINGLE REAR WHEEL STAKE MODEL

Shown above in Sierra Blue.

All truck and plenty of it! That's what you get with either of the 2 or 4-wheel drive 'Jeep' Gladiator Stake Models. With single rear wheels your new 'Jeep' Stake Model is the truck for bulky cumbersome loads of almost any kind. The dual rear wheel model gives you even more loadspace and extra gripping traction for greater uphill and downhill safety and confidence.

For agriculture, construction, public service and literally hundreds of other uses, the 'Jeep' Gladiator Stake Models are matchless performers. They're good-looking too! With the power and advanced features of all 'Jeep' Gladiators, these new Stake Models are built to take the toughest jobs in stride. For the heaviest assignments, the Dual Rear Wheel Models are available in 8,600 lb. G.V.W.'s

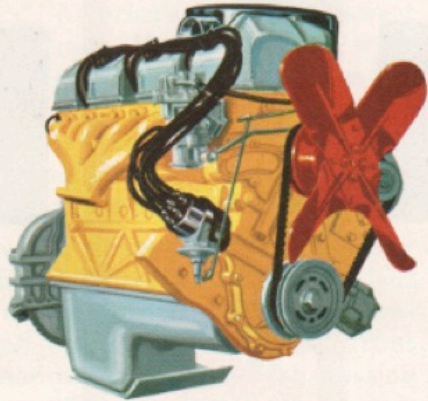
CARGO AREA: It's hard to beat the loadspace and pound for pound capacity you get in any of the new 'Jeep' Gladiator Trucks. And they've all got the mighty TORNADO engine to power big loads anywhere. Take a look at the cargo area you have in the all new 'Jeep' Stake Models.



STAKE MODEL BED DIMENSIONS

	J-200		J-300	
	SINGLE	DUAL	SINGLE	DUAL
Floor length, outside edge	90.07	90.13	101.32	101.38
Floor width, outside edge	76.82	91.98	76.82	91.98
Side height, side to rail top	30.38	30.38	30.38	30.38
Ground to floor	39.39	42.33	39.26	42.33

ENGINE



'JEEP' TORNADO-OHC ENGINE. There aren't many engines that can keep you moving at freeway speeds and still provide enough power for traction over the rugged routes. With its exclusive overhead cam design, Tufftrided crankshaft, spheroidal combustion chambers, ventilated crankcase and extra large valves, the TORNADO-OHC has yet to be matched by any automotive manufacturer. It's the powerful good friend of every 'Jeep' Gladiator owner.

ENGINE DETAILS. The TORNADO-OHC 6-cylinder engine produces 210 lbs. ft. of torque @ 1,750 R. P. M., 140 H. P. @ 4,000 R. P. M., with 230 cu. in. displacement and 8.5:1 compression ratio.

OVERHEAD CAM DESIGN. The only American made automotive engine with overhead cam design, the TORNADO-OHC has fewer moving parts, therefore requires less maintenance and has less chance of mechanical failure than conventional-design engines. Horsepower is properly applied so that the TORNADO delivers peak performance (higher torque at lower R. P. M.), to give you longer engine life and lower maintenance costs. Designed for economy, the TORNADO-OHC has a low fuel consumption rate while using regular gas.

MAINTENANCE FEATURES

6,000-MILE OIL CHANGE. The TORNADO engine provides the kind of economy and convenience that people associate with the 'Jeep' name. With the TORNADO under the hood of your all new 'Jeep' Gladiator, oil changes occur at 6,000-mile intervals for a sizeable savings in time and money.

30,000-MILE LUBRICATION. Advanced engineering permits the 'Jeep' Gladiator owner the luxury of avoiding trips to the grease rack for a remarkable 30,000 miles. For the average owner, that's nearly three years of driving.

OPTIONAL ACCESSORIES AND SPECIAL EQUIPMENT

- Alternator 40 amp. (35 amp. standard)
- *Automatic Transmission (except 8600 lb. G.V.W.)
- Independent Front Suspension (except 8600 lb. G.V.W.)
- Power Brakes
- *Power Steering
- Drive Line Brake (standard on 8600 lb. G.V.W.)
- Powr-Lok Differential (rear axle)
- Oil Bath Air Cleaner—one pint capacity
- Front Mounted Winch (4-wheel drive only)
- †Rear or Bed-Mounted Winches (4-wheel drive only)
- Magnetic Drain Plugs
- Power Take-Off (4-wheel drive only)
- Kilo Speedometer (Export only)
- Dual Speed Electric Windshield Wipers and Washer
- Fresh Air Heater and Defroster
- Radio—push button
- Parking Brake Light Indicator
- Transfer Case Indicator Lights (4-wheel drive only)
- Outside Rear View Mirror (standard on Panel Delivery)
- Padded Dash Panel
- E-Z-Eye Glass
- †Extra-Large Rear Cab Window
- †Four-Speed Transmission (standard on 8600-lb. G.V.W.)
- Chrome Grille
- Chrome Hub Caps (Except 7600 and 8600-lb. G.V.W.)
- Chrome Front Bumper (Painted Standard)
- Chrome or Painted Rear Bumper (Painted Standard on Panel Delivery.)
- Air Conditioning
- Spare Wheel Lock
- Overdrive (2-wheel drive Panel Delivery only)
- Door Arm Rests
- Glove Box Lock
- Cigar Lighter
- Passenger Sun Visor
- Dual Horns

- Front Passenger Seat (Panel Delivery Only)
- Heavy Duty Clutch
- Deluxe Horn Ring
- †Step Bumper
- Pushplate
- †Tonneau Cover
- †Fabric Camper and Pickup Box Enclosure
- †Service Body
- †Dump Body (Minimum G.V.W. 6,600 lbs.)
- †Wrecker (Minimum G.V.W. 6,600 lbs.—4-wheel drive only)
- †Sports Cab Camper
- Selective Drive Hubs (4-wheel drive only)
- Snow Plows (4-wheel drive only)

CUSTOM CAB OPTION †

(Includes All Following Interior and Exterior Items, and Must be Ordered as a Package)

INTERIOR

- Color Keyed Instrument Panel
- Full Headlining
- Cigar Lighter
- Dual Sun Visors
- Left and Right Door Arm Rests
- Foam Seat Cushion
- Color Keyed Vinyl Door Panels

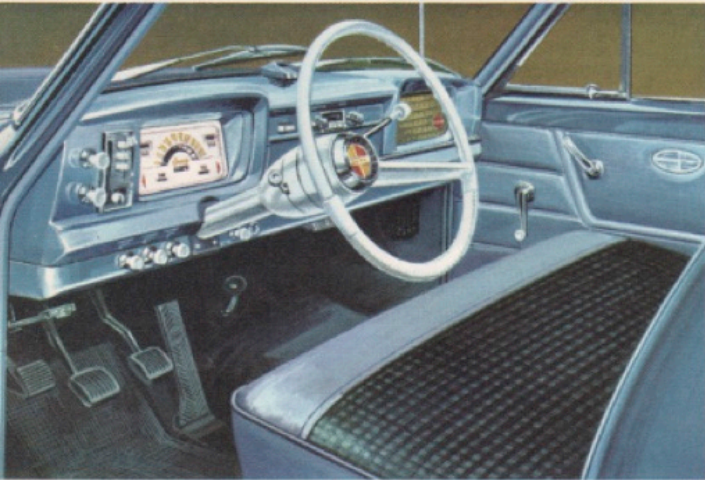
EXTERIOR

- Stainless Steel Rear Cab Moulding
- Stainless Steel Windshield Moulding
- Stainless Steel Door Window Frame Mouldings
- Chrome Grille
- Chrome Front Bumper
- Stainless Steel Vent Wings
- Chrome Hub Caps (not available with 7600 and 8600-lb. G.V.W.)

*Not available with right-hand drive models.

†Not available on Panel Delivery.

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CUSTOM CABS

When you enter the cab of a 'Jeep' Gladiator you enter a new world of driver safety, comfort and convenience. Doors swing open to a wide 82 degrees for easy entrance and exit with no bothersome "dog leg" to avoid. With its short ground to floor distance, you can forget about the "step ladder" climb getting in and out. Easy-to-read instrument panel is designed for safety and convenience with finger-touch controls.

Depressed-center steering wheel, positive safety door locks, seat belts, electric windshield wipers and transfer case indicator lights (4WD only) are all standard safety features. Suspended pedals keep the floor of your new 'Jeep' Truck uncluttered, the handy single transfer case lever the only floor-mounted control in 4-wheel drive trucks.

In the Custom Cab (pictured above) attractive vinyl and nylon-base fabrics cover the wide foam-padded seats. Interiors are finished in one of three harmonizing trims. Harmonizing door panels and full headlining complete the interior beauty of the 'Jeep' Gladiator Custom Cab. Make driving more enjoyable with the comfort and beauty of a roomy Custom Cab.

4-WHEEL DRIVE

With dependable 'Jeep' 4-wheel drive, it's hard to find places where your new 'Jeep' Gladiator won't travel. Your destination can be just about anywhere... and with the Gladiator's newly designed simplicity of operation, anyone can take it there.

One simple lever located within easy reach is actuated with a flick of the wrist... just as easy as it can be! Gone is the cumbersome, space-consuming maze of controls formerly associated with 4-wheel drive. You are doubly assured of smoother shifting with new-design hydraulic clutch operation.

And even with 4-wheel drive, the 'Jeep' Gladiator is still inches lower than comparable pick-ups similarly equipped.

Mud, muck, sand or snow... nothing stops your 'Jeep' 4-wheel drive Gladiator.

AUTOMATIC TRANSMISSION

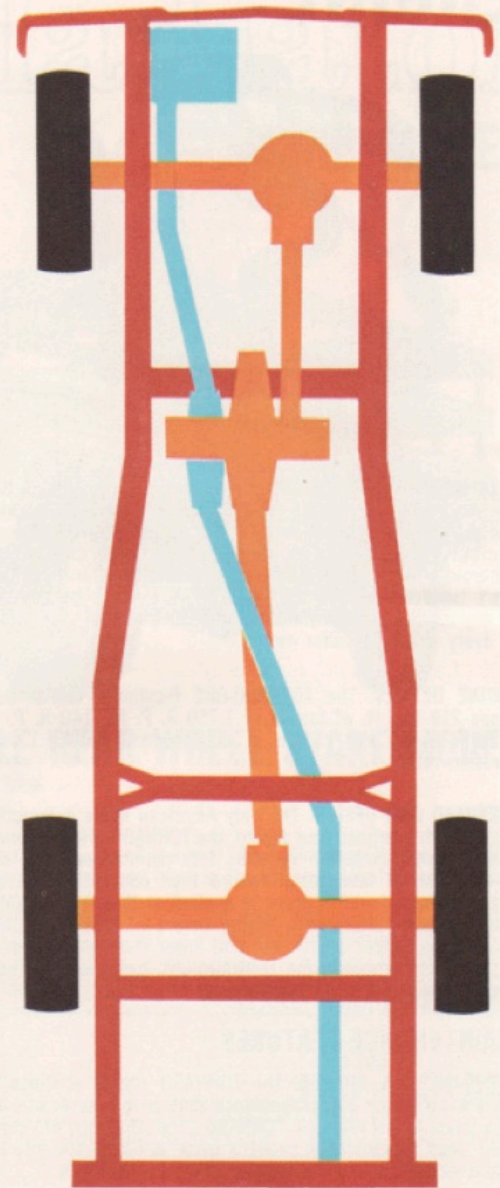
The 'Jeep' Gladiator 2 and 4-wheel drive Trucks offer automatic transmission, available in G.V.W.'s from 4,000 to 7,600 lbs. No more clutch to worry about. Just step on the gas and you go... anywhere!

And when you find yourself in a situation where 4-wheel drive is needed, an easy flick of a single lever gives you power to all four wheels. And there are lights mounted on the instrument panel to tell you when 4-wheel drive is in operation or disengaged. It's so simple to do, even the ladies will look forward to the times when they can use it. This is the new ease of operation you can't find in other pick-up trucks. There is no other 4-wheel drive pick-up truck on the market today that offers automatic transmission... only the 'Jeep' Gladiator!

POWER TAKE-OFF

Here is another "plus" that makes the 'Jeep' Gladiator undisputed champion of its class. Your all new 'Jeep' Gladiator not only takes you and your cargo to the job, but with power take-off it keeps on working while it's there. A variety of special equipment such as winches, wreckers, and other 'Jeep' Approved Special Equipment is available for use with power take-off.

Get a 4-wheel drive 'Jeep' Gladiator Truck and you're loaded with power and ready for anything.



'Jeep'

PANEL DELIVERY

ALL NEW ALL 'JEEP'

For roughhouse hauling or routine delivery, you can't beat the all new 2 and 4-wheel drive 'Jeep' Panel Delivery Truck . . . America's brightest, newest panel delivery. Here's a truck with smart new styling and design from the ground up. It has a lower overall height, yet its driver area is roomier, loadspace greater, and ground clearance better than most competitive vehicles.

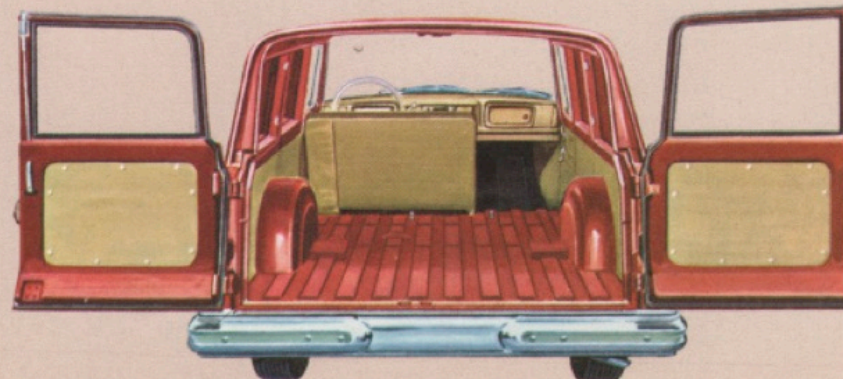
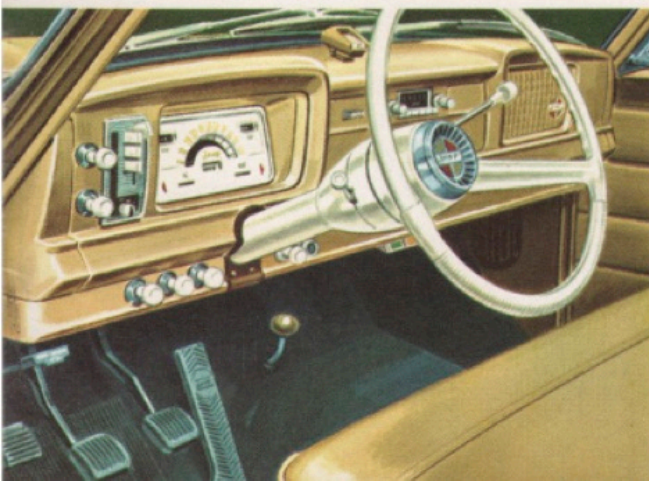
The 4-wheel drive model of the new 'Jeep' Panel Delivery has a new silent transfer case with single lever operation, and optional independent front suspension and automatic transmission—exclusive features found only on new 'Jeep' vehicles.

The mighty TORNADO engine provides big power with gas-saving economy. With 30,000-mile lubrication, 6,000 mile oil changes, low initial cost, and minimum operational expense, your new 'Jeep' Panel Delivery is a smart business investment.

INTERIOR: Easy-to-read instrument panel and uncluttered floor space make the Panel Delivery safer and more convenient. Straight door posts eliminate "dog-leg." Wide 82-degree door swing takes the work out of entering and leaving.



Shown in Parade Blue



Loading the all new 'Jeep' Panel Delivery is no chore at all. Its big double rear doors swing all the way open to a high and wide 39½ in. by 55 in., the full inside height and width of the vehicle. Bed height is a short 23½ in. from the ground. There's a full 107 cu. ft. of usable cargo space—room to accommodate bulky loads of up to 1200 lbs. Yet unlike many competitors, when fully loaded, the 'Jeep' Panel Delivery still handles with ease, rides with unbelievable smoothness.

SPECIFICATIONS

(Specifications subject to change without notice)

	Panel Delivery	GLADIATOR (2 and 4-wheel drive)	
		J-200	J-300
G.V.W.	2WD 4200 lbs. 4WD 4500 lbs.	4000 lbs. to 8600 lbs.	5000 lbs. to 8600 lbs.
WHEELBASE	110 in.	120 in.	126 in.
OVERALL LENGTH	183.66 in.	193.36 in. (with Thriftside Pick-up Box)	205.36 in.
OVERALL HEIGHT (at curb wt.)	2WD 64.0 in. 4WD 64.2 in.	71.57 in. (varies with G.V.W.; 6,600 lb. G.V.W. shown)	71.50 in.
OVERALL WIDTH	75.6 in.	78.9 in. (91.98—dual rear wheel model)	78.9 in.
TREAD	57.0 in.	63.5 in. (72.25 in.—rear tread of dual rear wheel model)	63.5 in.

AXLES—PANEL DELIVERY: Front—2500 lb. capacity driving Hypoid or non-driving; Rear—3000 lb. capacity Hypoid; ratios—front and rear 4.09:1; overdrive (2WD only) 4.27:1; automatic 3.73:1. TRUCKS: Front—3000 lb. capacity driving Hypoid or 3500 lb. capacity non-driving; rear—Hypoid; ratios—4000 to 5600 lb. G.V.W., 4.27:1, 3500 lb. capacity; 6600 lb. G.V.W., 4.27:1, 4500 lb. capacity; 7600 lb. G.V.W., 4.88:1, 5200 lb. capacity; 8600 lb. G.V.W., 4.88:1, 7500 lb. capacity. Automatic ratios same as basic in 4000 to 6600 lb. G.V.W.; 7600 lb. G.V.W., 4.27:1.

BRAKES—Service: Hydraulic, 11 in. x 2 in. drum front and rear, total lining area 180.48 sq. in. 7600 lb. G.V.W.—12 in. x 2 in. drum front and rear, total effective lining area 176.0 sq. in. 8600 lb. G.V.W.—front: 12 in. x 2 in. drum, rear: 13 in. x 2.5 in. drum, total effective lining area 206.0 sq. in.

CLUTCH—Hydraulic actuation; single 10.0 in. dry plate with torsional damping; area 100.5 sq. in. 2WD Panel Delivery: 9.25 in. dry plate, area 78.0 sq. in.

ELECTRICAL—Battery: 50 Amp. hour, 12-volt. Alternator 35 Amp. capacity.

ENGINE—Tornado-OHC: 6-cyl. Overhead cam. Bore and stroke 3.344 in. x 4.375 in. Displacement 230.5 cu. in. Maximum H.P. 140 @ 4,000 R.P.M.; Torque 210 lbs. ft. @ 1750 R.P.M.; Compression ratio 8.5:1.

FUEL TANK—Capacity 20 gallons.

SHOCK ABSORBERS—Direct-acting, heavy-duty, 2-way hydraulic control.

STEERING—Cam and lever, overall ratio 24:1. Power steering optional.

SUSPENSION—Front and rear: semi-elliptical leaf-type springs. Panel Delivery and Trucks from 4,000 to 7,600-lb. G.V.W.; optional front independent suspension; long torsion bar acting through top "A" frame.

TIRES—4000-lb. G.V.W., 6.70 x 15 4-ply; 5600-lb. G.V.W., 7.60 x 15 4-ply; 6600-lb. G.V.W., 7.00 x 16 6-ply; 7600-lb. G.V.W., 7.50 x 16 6-ply; 8600-lb. G.V.W. (dual rear wheels), 7.00 x 16 6-ply. Other sizes optional. Five tires standard on Panel Delivery and Trucks from 4000 to 5600-lb. G.V.W.; 4 tires standard on 6600 and 7600-lb. G.V.W. Trucks; 6 tires standard on 8600-lb. G.V.W.

TRANSFER CASE—Standard with 4WD. 2-speed; ratios: 1.00:1, 2.03:1. Single-speed (1.00:1) standard with automatic transmission on Panel Delivery only.

TRANSMISSION—Panel Delivery and trucks from 4000 to 7600-lb. G.V.W.: 3-speed synchromesh standard; torque converter type automatic optional. 8600-lb. G.V.W.: 4-speed synchromesh standard. Panel Delivery (2WD only): overdrive optional. 4000 to 7600-lb. G.V.W.: 4-speed optional.

WHEELS—5, full drop center; Panel Delivery and trucks from 4000 to 5600-lb. G.V.W., 15 x 5.5K; 6600-lb. G.V.W., 16 x 5K; 7600-lb. G.V.W., 16 x 6L; 8600-lb. G.V.W., 16 x 5.5F. Seven wheels with 8600-lb. G.V.W.

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