



SINCE 1941



THE CLIMB TOOK 70 YEARS.
THE VIEW IS WORTH THE WAIT.

★ INTRODUCING THE JEEP® 70TH ANNIVERSARY EDITIONS ★



25,567 DAYS IN THE MAKING.

Seventy years ago, the legendary Jeep® 4x4 began its climb to the top by crossing over

and beyond the trenches and two tracks of WWII. And ever since, Jeep vehicles have

conquered terrain that others dare to only touch with their tire treads. Decade-by-decade,

these noble warriors have given new meaning to heroic capability, moving easily though ice,

snow, mud, sand, and water to land squarely on terra firma. Today, after virtually creating the

4WD vehicle segment, the Jeep brand still masters the mountain. From the original

ingenuity of the Willys MB to the graceful strength and wired technology of the

all-new 2011 Grand Cherokee, Jeep vehicles

continue to Go Anywhere, Do Anything.™ We

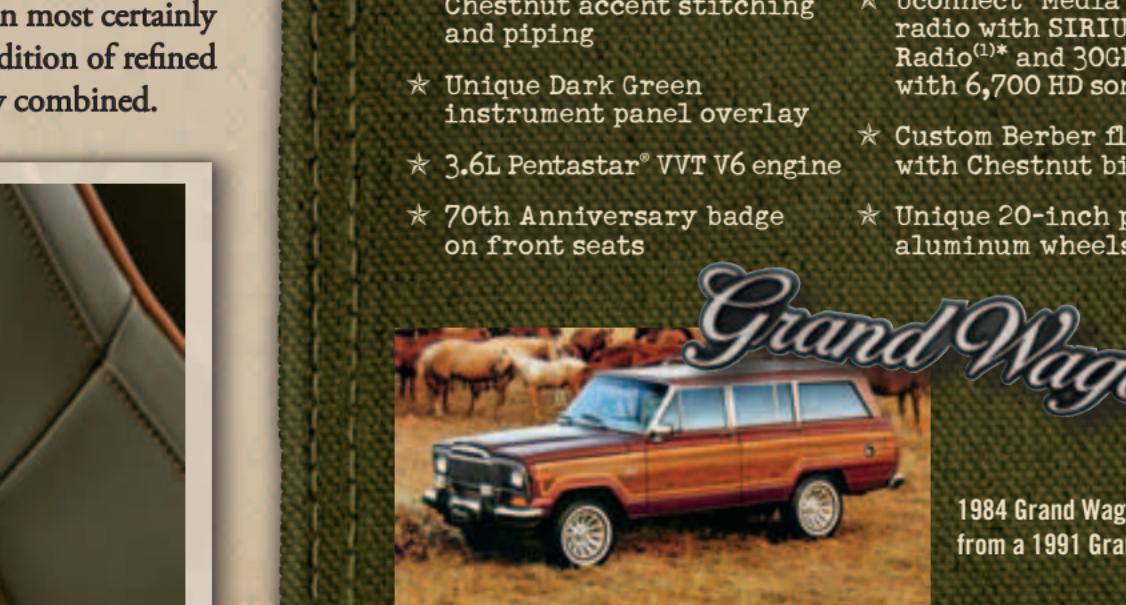
are celebrating this one-of-a-kind, history-making

view of the world with the exclusive Jeep 70th Anniversary Editions.



A NOBLE PRESENCE WITH PEDIGREE.

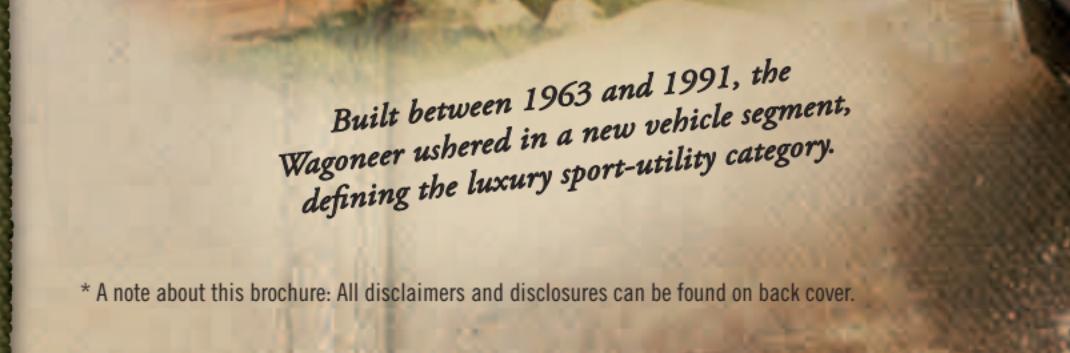
When the first Grand Cherokee debuted in 1993, it took the world by storm and quickly redefined the meaning of luxury SUV. Today, decked out with an exclusive 70th Anniversary badge, 20-inch wheels, and a custom-crafted interior package, this Grand Cherokee earns respect and attention like a commanding officer. Its Trail Rated® capability takes on all challenges due to the available Quadra-Trac II® full-time 4WD system powered by the standard 290 hp 3.6L Pentastar® V6 engine. This Edition most certainly upholds the Grand Cherokee tradition of refined luxury and Jeep® brand capability combined.



70TH ANNIVERSARY EDITION

Standard and Exclusive Features

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Olive Nappa leather-trimmed seats embossed with Jeep logo, Chestnut accent stitching and piping
- ★ Unique Dark Green instrument panel overlay
- ★ 3.6L Pentastar® VVT V6 engine
- ★ 70th Anniversary badge on front seats
- ★ Satin chrome finish interior accents
- ★ Black leather-wrapped steering wheel
- ★ Uconnect® Media Center 430 radio with SIRIUS® Satellite Radio^{(1)*} and 30GB hard drive with 6,700 HD song capacity
- ★ Custom Berber floor mats with Chestnut binding
- ★ Unique 20-inch polished aluminum wheels



1984 Grand Wagoneer and badge
from a 1991 Grand Wagoneer



Jeep Wagoneer
The Ultimate in 4-wheel drive

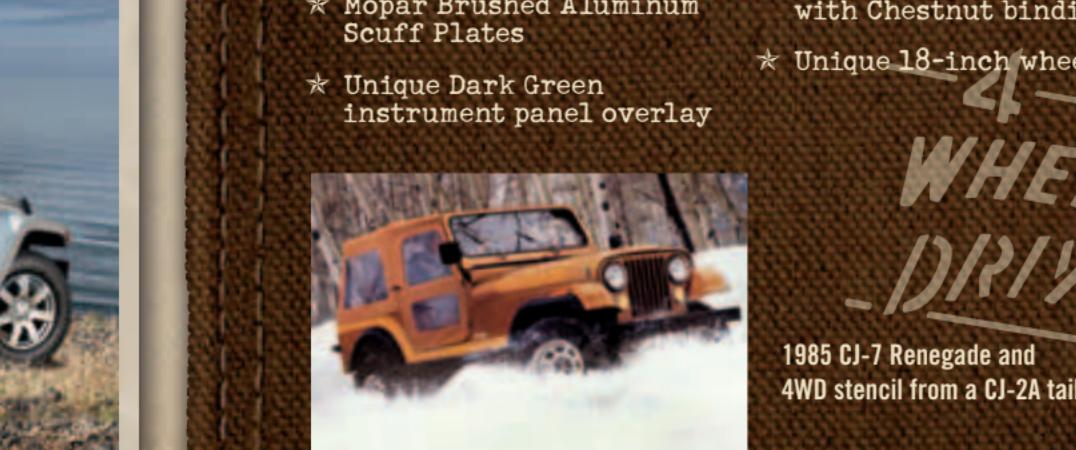
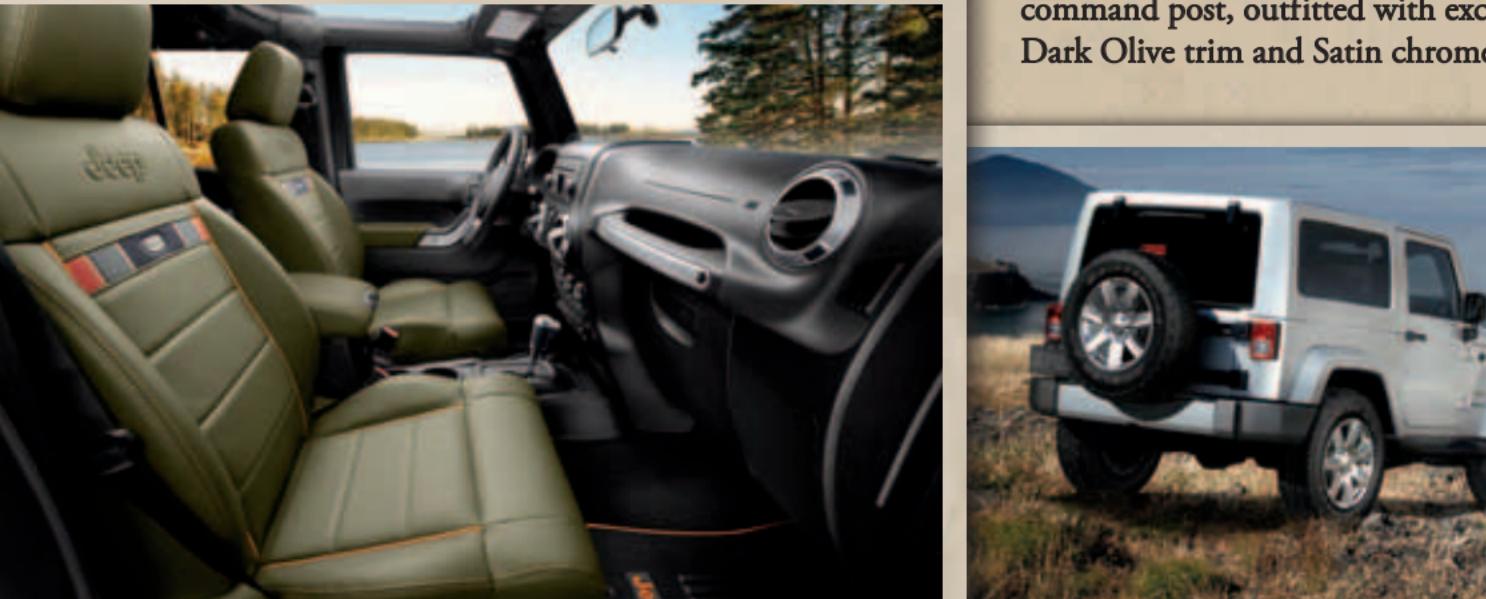
Built between 1963 and 1991, the Wagoneer ushered in a new vehicle segment, defining the luxury sport-utility category.

GRAND CHEROKEE

* A note about this brochure: All disclaimers and disclosures can be found on back cover.

THESE FOUR WHEELS DRIVE THE 4x4 WORLD.

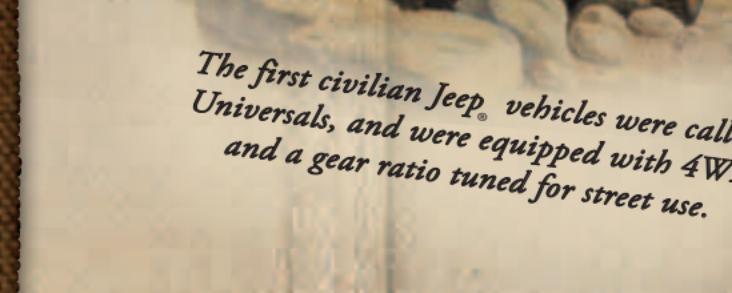
One of the most recognized vehicles on the planet, the legendary Jeep® Wrangler was born out of the unstoppable WWII hero, the Willys MB. Whereas the MB pushed through the trenches with a 60-hp powertrain, the 70th Anniversary Edition Wrangler churns out 202 hp via its 3.8L V6 engine. It's fortified to take on tough terrain with the proven Trail Rated® Command-Trac® 4WD system. The cabin does double duty as a media center and comfort-laden command post, outfitted with exclusive Dark Olive trim and Satin chrome details.



70TH ANNIVERSARY EDITION

Standard and Exclusive Features

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Olive vinyl trimmed seats with perforated leather insert, Chestnut accent stitching
- ★ Command-Trac 4WD system
- ★ 3.8L SMPI V6 engine
- ★ Mopar Brushed Aluminum Scuff Plates
- ★ Unique 18-inch wheels
- ★ 70th Anniversary badge on front seats
- ★ Black leather-wrapped steering wheel, Chestnut accent stitching
- ★ Satin chrome finish bezels and shift knob (automatic transmission)
- ★ Custom Berber floor mats with Chestnut binding



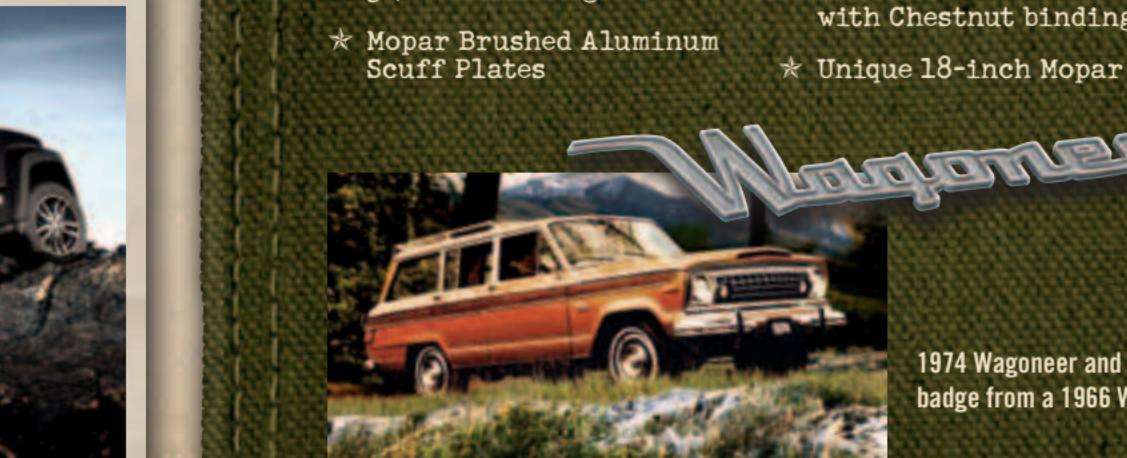
1985 CJ-7 Renegade and
4WD stencil from a CJ-2A tailgate



The first civilian Jeep® vehicles were called Universals, and were equipped with 4WD and a gear ratio tuned for street use.

A LEGACY OF ALL-TERRAIN ADVENTURE.

After Liberty's premiere Rubicon Trail run in 2002, *Motor Trend* declared, "Whatever the obstacle, Liberty tackled it with ease." With its heroic Jeep® DNA intact, Liberty's powertrain handles all weather challenges with finesse, due to the rugged 3.7L SMPI V6 engine matched to the available Command-Trac II® 4WD. This part-time system's ability to shift on the fly from 2WD to 4WD mastery helps Liberty transition from city to country with grace. A leather-trimmed custom interior complete with heated front seats makes this Edition special, indeed.

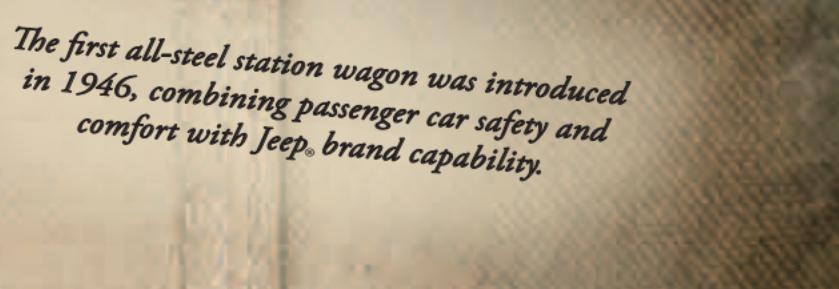


70TH ANNIVERSARY EDITION

Standard and Exclusive Features

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Green instrument panel overlay
- ★ Unique Dark Olive McKinley leather-trimmed seats, Chestnut accent stitching
- ★ 70th Anniversary badge on front seats
- ★ Bright bodyside moldings, roof rails, and license plate brow
- ★ Uconnect® Media Center 4.30 radio with SIRIUS® Satellite Radio⁽¹⁾ and 30GB hard drive with 6,700 song capacity
- ★ Custom Berber floor mats with Chestnut binding
- ★ Mopar Brushed Aluminum Scuff Plates
- ★ Unique 18-inch Mopar wheels

Wagoneer



1974 Wagoneer
and badge from a 1966 Wagoneer



THE NEW **Jeep**
Station Wagon

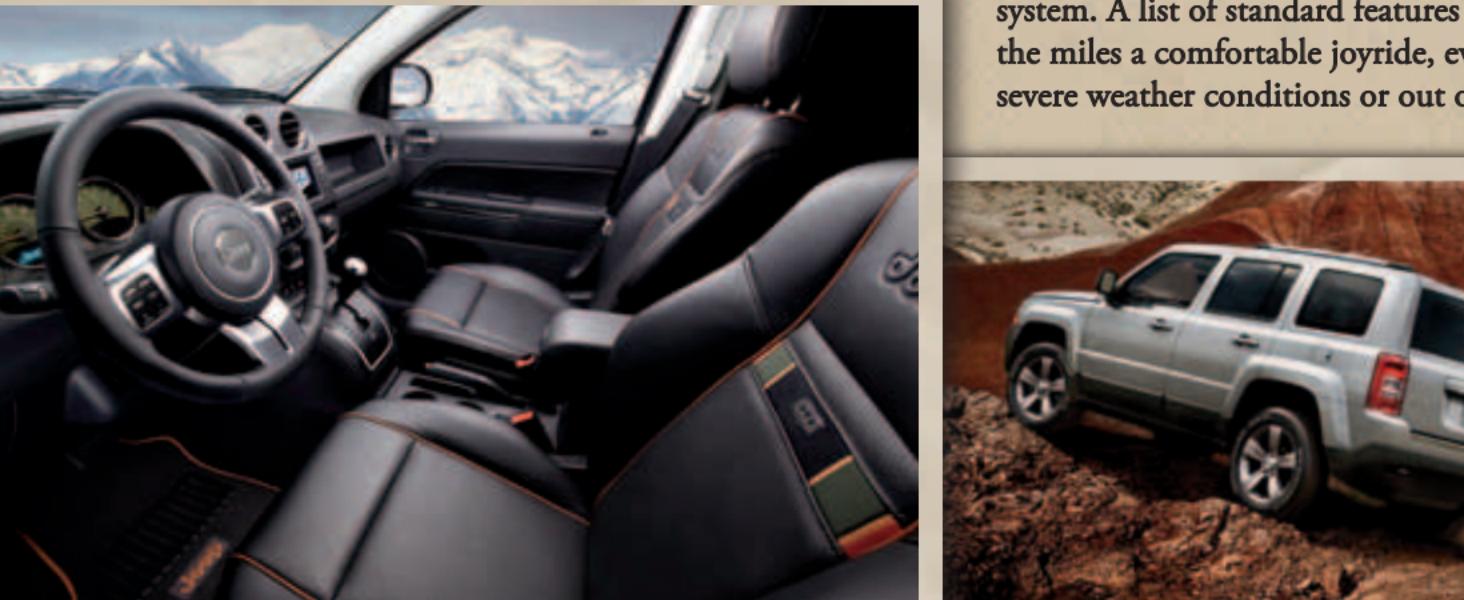


LIBERTY

The first all-steel station wagon was introduced in 1946, combining passenger car safety and comfort with Jeep® brand capability.

HEART OF STEEL. SOUL OF A LEGEND.

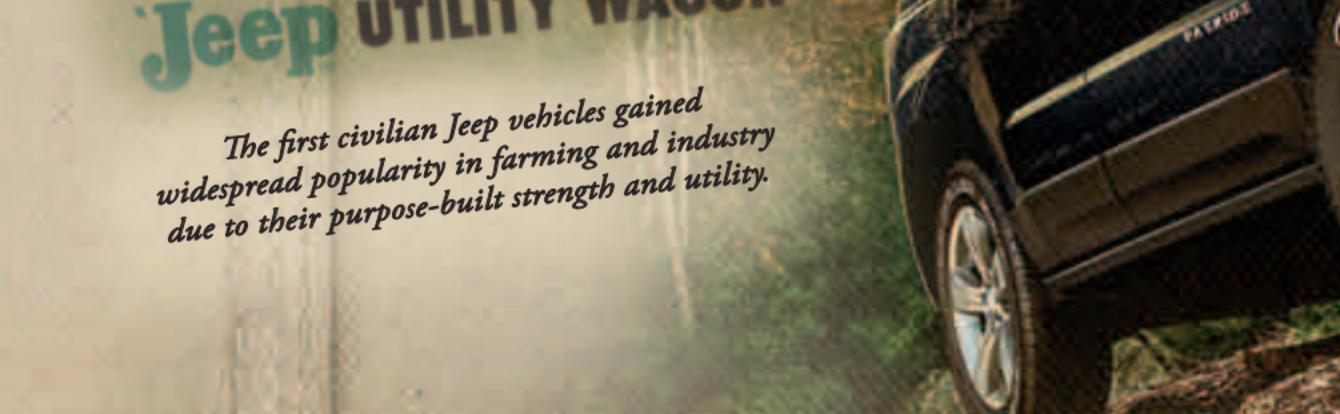
One glance and it's clear. The authentic pedigree of Jeep® Patriot can be traced to one of the most popular SUVs to conquer the trail: the Jeep Cherokee. Today's 70th Anniversary Edition Patriot presents an equally noble profile, infused with efficiency and value. Boasting up to an EPA estimated 28 mpg on the highway, Patriot is proudly stocked with a 172-hp 2.4L DOHC engine tuned up with Variable Valve Timing (VVT) and an available Freedom Drive I 4WD system. A list of standard features help make the miles a comfortable joyride, even during severe weather conditions or out on the trail.



70TH ANNIVERSARY EDITION

Standard and Exclusive Features

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Slate Gray McKinley leather-trimmed seats, Chestnut accent stitching
- ★ 2.4L DOHC 16V dual VVT engine
- ★ Unique Dark Green instrument panel overlay
- ★ 70th Anniversary badge on front seats
- ★ Custom Berber floor mats with Chestnut binding
- ★ Chestnut stitching on steering wheel
- ★ Deluxe cargo compartment floor cover



AN AUTHENTIC EVOLUTION OF FUN.

The original Willys Jeepster made short order of fun, inspiring the production of today's Jeep® Compass, a vehicle made to combine good times with full-on capability. Outfitted with the brand's iconic style and strength, this Compass 70th Anniversary Edition is designed for Trail Rated® fitness, taking on snow-covered city streets and mud-laden off-road trails with fortitude and style. Inside, there's plenty to enjoy, including eye-catching leather and chrome trim and special 70th Anniversary accents. This Compass arrives with authentic Jeep brand panache.



70TH ANNIVERSARY EDITION

Standard and Exclusive Features

- ★ 70th Anniversary vehicle badge
- ★ Unique Dark Slate Gray McKinley leather-trimmed seats, Chestnut accent stitching
- ★ Deluxe cargo compartment floor cover
- ★ Unique 18-inch wheels (Not available with Freedom Drive II Off-Road Package)
- ★ Unique Dark Green instrument panel overlay



1970 Jeepster Commando and badge from a 1972 Commando



COMPASS

The Jeepster expanded the brand's appeal to a wider audience and is now one of the most collectible Jeep vehicles ever.



SEVEN DECades OF STAMPING SIZABLE SLOTS IN 4WD HISTORY.

1941



WILLYS MB

The first mass-produced Jeep® vehicle is introduced, and its 4WD system is tested and proven around the world. The original Willys MB was destined to influence every 4x4 manufactured since.

1955



CJ-5

Adapted for civilian use, the now famous CJ-5 took on more rounded body lines, softer seats, and larger leaf springs, which widened the appeal of vehicles equipped with 4WD capability.

1963



WAGONEER

The Jeep Wagoneer was the first vehicle to combine luxurious features with 4WD sport-utility capability, including front independent suspension and an automatic transmission.

1976



CJ -7

With a wheelbase 10 inches longer than the CJ-5, an available automatic transmission, available Quadra-Trac® 4WD, removable hardtop and full doors, CJ-7 introduced a flurry of ground-breaking Jeep® firsts.

1984



CHEROKEE

The first Jeep vehicle to offer Quadra-Coil™ suspension, revised Quadra-Trac® 4WD, four-wheel disc brakes, and an air bag, Grand Cherokee redefined luxury and capability, winning several awards.

1993

GRAND
CHEROKEE

This much-anticipated Wrangler offered an incredible level of out-of-the-box capability, equipped with locking differentials and mud tires to tackle its namesake, the Rubicon Trail in California.

2003

WRANGLER
RUBICON

This much-anticipated Wrangler offered an incredible level of out-of-the-box capability, equipped with locking differentials and mud tires to tackle its namesake, the Rubicon Trail in California.



FOR THE NEXT 70 YEARS

Jeep[®]



J e e p

Jeep[®]

Explore more at **jeep.com**

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