With the all-new 1997 Jeep Wrangler and new Jeep Cherokee, the Jeep brand has completed a full renewal of its product line—a new Wrangler, Cherokee, and Grand Cherokee—in just 15 months. And that dedication to four-wheel-drive excellence is constantly rewarded.

Peterson's 4-Wheel & Off-Road named Jeep Wrangler its 1997 "4x4 of the Year," while Jeep Cherokee won the 1997 "Four Wheeler of the Year" honor. Jeep Grand Cherokee took both awards in 1996. Like the vehicles that stare a legend, those award-winners will carry the rugged Jeep heritage into the 21st century—most likely over places like Alaska's Hatchet Pass and California's treacherous Rubicon Trail.

In fact, on two of the over 30 Jeep landmarks each year hundreds of our owners cross the Rubicon—"widely regarded as the roughest off-road route in the continental United States,"—in their own Jeep vehicle.

You see, it's not about going out, then going home. To Jeep, going out is coming home.

*February 1997 February 1997, 8th Annual 4-Wheel & Off-Road Reader's Choice Awards*
Wrangler is the trusted ally at road's end, which is where its adventures usually begin.

Four-Wheel Drive (4WD)
If rough road appears, as it often seems to do in a Wrangler, Command-Shift® part-time 4WD lets you 'shift-on-the-fly' from twowheel drive to the high-range 4WD position. This can be done at speeds up to 55 mph. For severe conditions, there's a 4WD Low range.

All-New Suspension
People are always trying to get underneath the new Wrangler's skin. Front and rear solid axles now combine with rugged coil springs. The result, Car and Driver said... "If Wrangler scampers over rocks like a lizard. Off-road magic — what this vehicle was born for."

Off-Road Gear
It begins with Wrangler's built, four-sided tubular frame. Extras include a Trac-Lok rear differential that locks in response to wheel slippage, and for the first time on Wrangler, a rugged Dana 44-3 rear axle with a 3.73:1 ratio (optional on Sport and Sahara).
All-New Interior
High-back bucket seats in front have lateral support wings, while the wider back seat (optional on SE) holds two people comfortably. Access there has never been easier, thanks to the patented tip-and-slide front-passenger seat. An extended center "stack" houses the radio (optional on SE) and controls for the heating/ventilation unit.

Tops
Wrangler's new soft top is high in convenience. When up, its snug fit also minimizes wind noise. The new hardtop features quick-release header latches up front that help ensure a glove-like fit and water-repellant seal.

For Your Safety
Driver and front-passenger air bags* are standard on Wrangler, along with lap and shoulder belts in front (height-adjustable) and rear (rear seat optional on SE). Four-wheel antilock brakes are optional on Sport and Sahara.

*Always wear seat belts. Rear seat belts not available.

Sahara is the ultimate expression of Wrangler fortitude. After testing a Wrangler Sahara over the Rubicon Trail, AutoWeek said "... the Wrangler is still the king of its own, very steep hill."*

*September 23, 1990.
Cherokee

For 1997, an enhanced exterior and an all-new interior bring a new level of comfort, convenience and safety to this adventurous performer.

Four-Wheel Drive (4WD)
Command-Trac part-time 4WD, standard on all 4WD Cherokees, lets you "shift-on-the-fly" — at speeds up to 32 mph — from two-wheel drive (2WD) to the high-range 4WD position. When conditions return to normal, shift back into 2WD. Select-Trac full-time 4WD, optional on Sport and Country, gives you a 4WD mode that can be safely used over any road surface.

Power
The six-cylinder engine standard on Sport and Country (optional on SE) delivers 190 horses and 225 pound-feet of torque. Pair it with the Trailer Tow Group (requires four-speed automatic transmission), and Cherokee can tow up to 5,000 pounds. A five-speed manual overdrive transmission with improved shift precision and cold-weather performance.

1997 Four Wheeler of the Year
The New 1997 Jeep, Cherokee
FOUR WHEELER
is standard on SE and Sport, while a four-speed automatic is standard on Country.

Frame and Underpinnings
Strengthen and capability are derived from Cherokee's Uniframe construction, where body and frame are a single unit. Body structure refinements for 1997 also increase strength, durability, and torsional stiffness.

On Cherokee's Quadra-Link® front suspension, coil springs and four locating arms combine with a solid front axle for precise handling, stability and control on a variety of driving surfaces.

Safety
New for 1997, air bags* for the driver and front passenger are standard on every Jeep Cherokee, as are high-strength steel side-guard door beams. And Cherokee's optional four-wheel antilock brake system (requires six-cylinder engine), which works in both two- and four-wheel drive, is improved for 1997 to provide quieter operation and less pedal feedback.

*Wear seat belts
All-New Interior

Seating for five in Cherokee's all-new interior includes reclining front bucket seats and a rear bench whose folding seatback is easier to operate due to the new rear-seat belt attachments.

All Cherokee environments are enhanced by three new audio systems, including a crowd-pleasing AM/FM stereo radio with both cassette and CD players. With that system, eight premium Infinity® speakers in six locations are available for the first time on Cherokee (optional on all models, also includes 100-watt power amplifier). New sound dampeners and silencing materials means your music will be clearer than ever.

The instrument panel is all-new and features a two-piece basic structure that reduces noise inside, a 30 percent higher airflow for better heating, defrosting, and cooling (air conditioning optional) and a 20-ampere auxiliary power outlet for fax, phone or computer hookup.

Cherokee's front and rear seats have been redesigned on all models to include new fabrics, new seat designs and new colors (Country shown with optional leather-trimmed upholstery).
Grand Cherokee

"...No matter how comfortable it gets, the Grand Cherokee is still a Jeep vehicle, which means it will never be too nice to take into the woods."

Four-Wheel Drive (4WD)

Leading the charge are two available 4WD systems. Standard on the 4WD Laredo is Select-Trac® Shift On and out of this full-time system as you need it, or leave it in full-time 4WD mode over any road surface without harming the system. 4WD Grand Cherokee Laredo V8, TSI, Limited and Overland Edition feature Quadra-Drive® on-demand 4WD. In normal use, virtually 100 percent of the engine’s power is sent to the rear wheels. On slippery or rough roads, Quadra-Trac® biases power to the front wheels when needed, which makes for rip-roaring dirt-road performance and incredibly sure-footed cornering even on wet pavement. This is all done with no driver input.

New for 1997, Grand Cherokee TSI (shown in Black) features distinctive 16-inch 5-Spoke cast aluminum wheels, Goodyear Eagle LS all-weather performance tires and three available exterior colors that are accentuated by unique lower body-side cladding, front and rear fascia, and Jeep Blue tape striping. TSI interior shown at left.
V8 Power

Grand Cherokee's 5.2-litre V8 (standard on Overland Edition, optional on all other models) produces 220 rumbling horsepower and 300 pound-feet of torque, allowing it to tow 6,500 pounds when properly equipped. The 4.0-litre six-cylinder engine (standard on Laredo, TSI and Limited) provides 190 horsepower, 220 pound-feet of torque, and towing capacity of up to 5,000 pounds. An electronically controlled four-speed automatic overdrive transmission is standard.

Frame and Underpinnings

Strength is derived from Grand Cherokee's Uniframe construction, where body and frame are a single unit. The Quadra-Link suspension, which combines solid axles with coils springs, gives Grand Cherokee its superb ride and handling. Petersen's 4-Wheel & Off-Road said, "the Grand Cherokee has go-anywhere built in."

Equipo Grand Cherokee Laredo with Quadra-Trac four-wheel-drive and the 5.2-litre V8 engine and you've got "the most capable 4x4 you can buy," said Petersen's 4-Wheel & Off-Road magazine.

"Shown with optional ski rack from Midwest, February 1996."
Safety

All Grand Cherokee models meet 1998 federal passenger car and light truck safety standards. Airbags for the driver and front passenger are standard on every Grand Cherokee, as are high-strength steel side-guard door beams that meet the 1999 federal requirement for dynamic side-impact protection. A four-wheel disc antilock brake system, which works in both two- and four-wheel drive to help prevent lockup and enhance driver control, is also standard.

Interior Refinement

In the sophisticated interior of Grand Cherokee (Limited shown below) are leather-trimmed seating areas and 10-way power seat adjusters with power lumbar and recline (standard on TSL, Limited and Orvis Edition). A standard full-floor console includes storage for cassettes and CDs, plus dual front and rear cup holders. Heated front seats with individual heat settings are optional (standard on Orvis Edition).
Jeep

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