



Jeep 1997

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.

Petersen's 4-Wheel & Off-Road named Jeep Wrangler its 1997 "4x4 of the Year,"* while *Four Wheeler* gave Jeep Cherokee its 1997 "Four Wheeler of the Year" honor. Jeep Grand Cherokee took both awards in 1996. Like the vehicle that started a legend, these award-winners will carry the rugged Jeep heritage into the 21st century – most likely over places like Alaska's Hatcher Pass and California's treacherous Rubicon Trail.

In fact, on two of the over 30 Jeep Jamborees each year, hundreds of our owners cross the Rubicon – "widely regarded as the toughest 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. "Open Road, Summer 1996 issue.

Cover: Mistaya River Canyon near Banff, Canada



Star-Lite, Montreal



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Front-left to right: Jeep Grand Cherokee Laredo, Jeep Cherokee Sport and Jeep Wrangler Sport.

Jeep Wrangler

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-Trac® part-time 4WD lets you "shift-on-the-fly" from two-wheel 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: "... It (Wrangler) scampers over rocks like a lizard. Off-road magic – what this vehicle was born for."*

Off-Road Gear

It begins with Wrangler's stiff, 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 3.55:1 ratio (optional on Sport and Sahara).



Dinnerstein Park, Rubber Trail



PETERSEN'S
4WHEEL
G'OFF-ROAD

'97 JEEP WRANGLER
4x4 OF THE YEAR

A 1997 Jeep Wrangler Sport
beat eight other 4x4 vehicles
to win this prestigious award.

All-New Interior

High-back bucket seats in front have lateral support wings, while the wider backseat (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-repelling 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 SE¹). Four-wheel antilock brakes are optional on Sport and Sahara.

*Always wear your seat belts.
¹Rearward-facing child seats cannot be used in the SE model without the available rear seat.



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, 1996.

Tom's Cabin, California

Jeep Cherokee

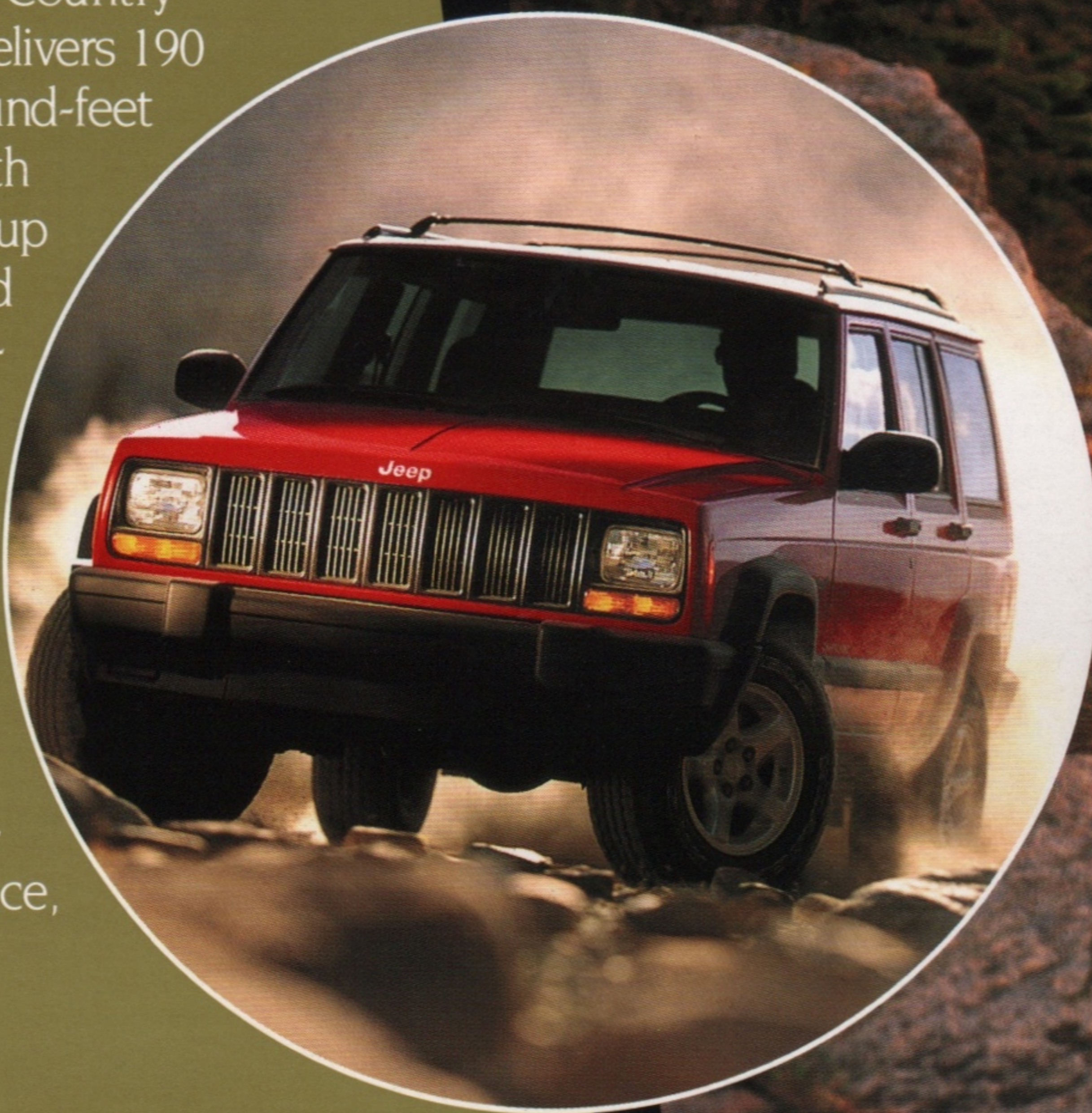
For 1997, an enhanced exterior and all-new interior bring a new level of comfort, convenience and safety to this adventurous performer.

Four-Wheel Drive (4WD)

Command-Trac part-time 4WD, standard on all 4WD Cherokees, lets you "shift-on-the-fly" — at speeds up to 55 mph — from two-wheel drive (2WD) to the high-range 4WD position. When conditions return to normal, shift back into 2WD. Selec-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,



Morrison Jeep Trail, Wyoming



Cherokee's enhanced exterior for 1997 (Sport shown with optional Ecco wheels) includes new: grille and headlight bezels, bumpers and end caps, side moldings and wheel flares, and larger folding side mirrors.

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

Strength 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.

*Always wear your seat belts.

The new side moldings, fender flares, grille, headlight bezels, front and rear bumpers and end caps of Cherokee Country are body color for 1997, giving it a sleek, monochromatic look. New Luxury cast aluminum wheels and Goodyear Eagle GA all-season tires are standard.

Always Wear Your Seat Belt



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). And improved quietness from 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).

Jeep 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 Selec-Trac®. Shift into 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 Orvis Edition feature Quadra-Trac® 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-roarin' dirt-road performance and incredibly sure-footed cornering even on wet pavement."† This is all done with no driver input.



*Automobile Magazine, October 1995.
†Peter's 4-Wheel & Off-Road, February 1996.

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 accented by unique lower bodyside cladding, front and rear fascias, and Iris Blue tape striping. TSi interior shown at left.



New Hill/Lake, Mercedes

V8 Power

Grand Cherokee's 5.2-litre V8 (standard on Orvis 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 185 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-Coil™ 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-ness built in."¹

*V8 engine also available on two-wheel-drive Grand Cherokees, increasing maximum towing capacity to 6,700 pounds. February 1996.



Equip 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.¹

*Shown with optional ski rack from Mopar. February 1996.

Safety

All Grand Cherokee models meet 1998 federal passenger car and light truck safety standards.* Air bags† 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 TSi, 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).

*Excludes sunscreen glass.
†Always wear your seat belts.



Grand Cherokee Limited is enhanced by standard 16-inch wheels (with painted accents) and all-weather performance tires, accent-colored paint stripes and badging, integrated fog lamps, deep-tinted side glass and liftgate glass with sunscreen protection, and body-color grille, bumper fascias and lower bodyside cladding.

Custom, California



Jeep®


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