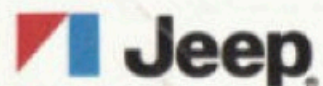


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DEPENDABLE,
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Sales Promotion & Merchandising
Litho USA 8/82

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**WITH A HERITAGE
OF RUGGED
DEPENDABILITY.**

It all started...

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1945 Military Model MB

Jeep CJ originality is most distinctively stated in the handsome CJ-7 Laredo with its bold graphics, bright accents and impressive array of sporty special equipment to complement its legendary 4-wheel drive prowess.



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Jeep Scrambler, running mate to CJ-5/CJ-7, is the newest look in small pickups. It's an affordable, home-grown 4WD with a generous and deep cargo box and hefty 1,400 lb. maximum payload which makes it a go-almost-anywhere-under-the-sun fun and/or work machine.



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Jeep is America's only complete family of 4-wheel drive vehicles. In addition to CJ and Scrambler, there's Jeep Cherokee, the family sized Sport truck, Jeep Pickup...the right tool for all kinds of jobs, and Jeep Wagoneer...the ultimate 4WD Wagon. These Jeep vehicles offer the extra security and traction of the exclusive Selec-Trac automatic 2WD/4WD system. It's standard on Jeep Wagoneer and available on Jeep Cherokee & J-10 Pickup models.



J-10 Honcho Sportside



J-20 Custom



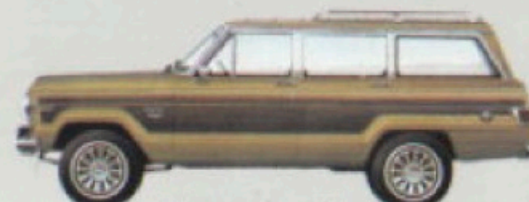
Cherokee Pioneer 2-Door



Cherokee Pioneer 4-Door



Cherokee Chief



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