



Jeep
vehicles ®

Traditional 'Jeep' dependability . . .

That's the single feature that is standard with all the vehicles illustrated in this booklet. The kind of dependability that's backed by over 30 years of automotive excellence . . . the kind that you can expect only from the world's largest and most experienced manufacturer of 4-wheel drive vehicles. From their tough frames to their high-strength bodies, 'Jeep' vehicles are built to take the punishing effects of rugged off-road driving — providing you with greater protection on the highway and longer vehicle durability.

'Jeep' vehicles offer *more* than other cars and trucks. True: you do get the same kind of driving ease and comfort, the same smooth power, excellence in interior trim and prestige appearance that other manufacturers offer. But when the highway becomes wet and slippery, when you're pulling a camping trailer, when snow piles up to the hub caps, or when you want to go off the road — then you know that your 'Jeep' vehicle offers more than other cars and trucks. It's a 4-wheeler with 'Jeep' stamina, 'Jeep' ruggedness and traditional 'Jeep' dependability!

'Jeepster' Convertible



Young-at-heart styling with the accent on go — young-at-heart performance with sports car pizzaz.

Front bucket and rear bench seats • Console shift standard with Turbo Hydra-Matic* automatic transmission, optional with 3-speed manual transmission • Convertible top with *glass* rear window and metal doors • Dauntless V-6 engine option with 160 horses and fully synchronized transmission • Standard Hurricane 4-cylinder engine • Truly comfortable ride with long wheelbase and off-center rear springs • "Continental" spare tire • Optional deluxe package includes carpets, courtesy lights, vinyl-pleated seats • Optional sports rally wheel covers • Optional power brakes, air conditioning, power-operated top — many other features.

Swing on down to your 'Jeep' dealer's now . . .
Test drive this soft-top swinger . . . 'Jeepster'
Convertible with 4-wheel drive!

'Jeepster Commando' Convertible



Here's a sporty go-anywhere, do anything 4-wheel drive convertible that's priced even lower than its kissin' cousin shown on the opposite page.

Standard 4-wheel drive plus traditional 'Jeep' ruggedness and reliability • Front bucket and rear bench seats • Hinged tailgate for access to usable cargo area • 160 horsepower Dauntless V-6 engine option • Standard Hurricane 4-cylinder engine • Fully synchronized manual transmission with Dauntless V-6 engine • Among options are Turbo Hydra-Matic* automatic transmission, power brakes, air conditioning, electric clock, E-Z eye glass, radio, snow plow, winch • Sporty console with map case and gear box available on some models.

Great sport. Great fun. Great action.
Take a traction-action demo drive today.
See your 'Jeep' dealer.

Jeep[®]

*...first, finest and most complete line
of 4-wheel drive vehicles.*



'Jeepster Commando' Station Wagon

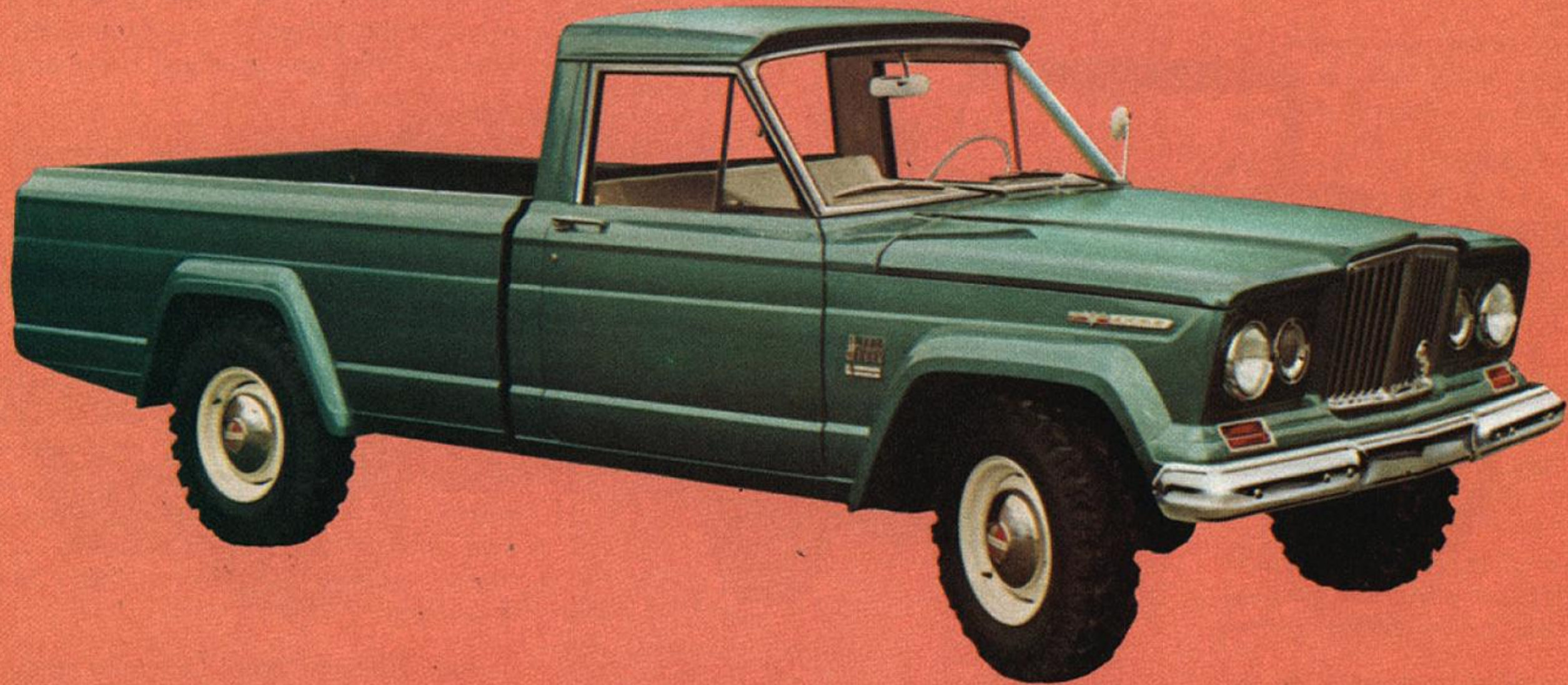


Competition: meet your master! Styled better. Priced better. With more fashion and convenience features than any other 4-wheeler of its kind!

Famous 'Jeep' dependability • Standard front bucket and rear bench seats • 160 h.p. Dauntless V-6 engine option • Standard Hurricane 4-cylinder engine • Optional slide-open rear quarter windows • Single 4wd shift lever • Metal doors with roll-up windows • Standard front and rear bumpers • Truly comfortable ride with long wheelbase and off-center rear springs • Plenty of head-room and hiproom • Optional power brakes, air conditioning, many others available • Snow plow and other work-saving accessories • Fully synchronized manual transmission with Dauntless V-6 engine.

Test drive the sporty 'Jeepster Commando' station wagon now . . . at your 'Jeep' dealer's!

'Jeep' Gladiator



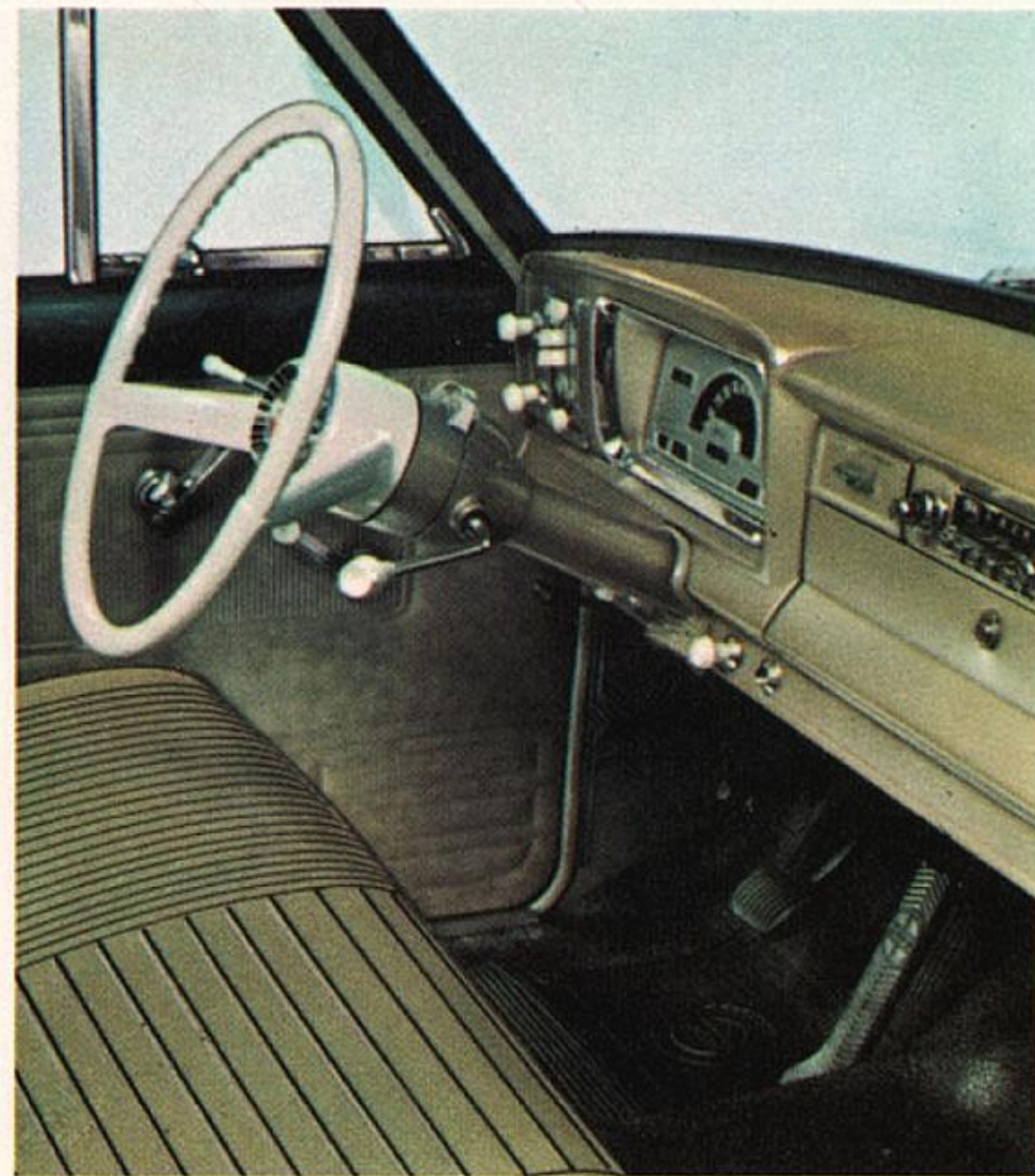
'Jeep' Gladiator

(Custom Cab illustrated; standard model also available)

High road, low road, no road — the 4-wheel drive 'Jeep' Gladiator goes all places to get the job done. Yet, it's a truck you'd be proud to park in your driveway!

Gross vehicle weights from 5,000 to 7,000 lbs. • Wheelbases of 120 in. or 126 in. • Townside and Thriftside pick-up boxes, platform, platform and stake, or cab and chassis for your body installation • New 350 cubic inch Dauntless V-8 engine with 230 horsepower • Standard 145 h.p. Hi-Torque 6 engine • 3-speed, fully synchronized manual transmission available • Optional 4-speed manual and Turbo Hydra-Matic* automatic transmissions • Variety of interior-exterior color combinations—even bucket seats if you choose • 2-speed, single lever transfer case • Ground clearance up to 9½ inches but with a lower loading height than you'd expect • Optional power brakes, full-time power steering — even air conditioning • Winches, snow plows, wreckers, dump body hoists and many other features are available.

Drive on down to your 'Jeep' dealer's soon . . .
you'll drive out a confirmed 'Jeep' vehicle fan!



'Jeep' Recreational Vehicles



'Jeep' station wagons and trucks are ideal recreation vehicles — for towing trailers and hauling camper coaches. With big-engine power, 3-speed automatic transmission and 4-wheel drive — *a combination that's exclusive with many 'Jeep' vehicles* — you get the power you need, reliable automatic shifting ease, and driving traction front and rear. You can also choose from a multitude of options and accessories to make your recreational traveling safer and more enjoyable. See your 'Jeep' dealer for more information on the all-weather, all-terrain, all-year 'Jeep' Recreation Fleet!

'Jeep' Wagoneer



'Jeepster Commando' Roadster



Play-thing, work-thing, do-any-thing — the 4-wheel drive 'Jeepster Commando' Roadster is that versatile!

Standard front bucket seats • Optional full or half soft-top • Optional rear bench seat • 160 horsepower Dauntless V-6 engine option • Standard Hurricane 4-cylinder engine • Console shift standard with automatic transmission • Standard metal doors with roll-up windows • Truly comfortable ride with long wheel-base and off-center rear springs • Standard front, rear bumpers • Variety of interior-exterior color combinations • Optional power brakes • Snow plows and other work-saving accessories are available.

See the 'Jeepster Commando' Series
at your 'Jeep' dealer's!

Engines

Dauntless V-6 **160 Horsepower**

The 'Jeep' Dauntless V-6 offers plenty of power for every driving requirement! Yet, Dauntless' 6-cylinders in a "V" shape is more compact than an inline engine, providing less weight on the front suspension and contributing to greater overall engine economy. Uses just regular grade gas and very little of it at that. The Dauntless V-6 engine is optional with 'Jeepster Commando', 'Jeepster Convertible and Universal models.

Hi Torque-6 **145 Horsepower**

Seven main bearing crankshaft with twice the counter-weights of most other 6-cylinder engines is a reason for the Hi Torque's efficiency . . . whisper-smooth performance is the proof! And true to its name, the standard Wagoneer and Gladiator engine delivers 215 lb.-ft. of torque. On turnpike or trail, over roads or ruts, the Hi Torque's tough engine features and overhead valves deliver the spirit many wagon and truck buyers want.

Dauntless V-8 **230 Horsepower**

One of the biggest 8-cylinder options of any 4wd vehicle, the 'Jeep' Dauntless V-8 provides quick-peaking torque to 350 lb.-ft. and brisk response to the accelerator. Large valves, wedge-shaped combustion chambers and hydraulic tappets make best use of gas — and only economical regular-grade gas at that! Available with the 'Jeep' Wagoneer and 'Jeep' Gladiator, the Dauntless engine is one of the most powerful V-8's in any 4wd vehicle.

Hurricane F-4 **75 Horsepower**

Providing rugged dependability, the 4-cylinder 'Jeep' Hurricane matches many construction features of sixes and eights . . . features such as rotating exhaust valves and cast-in-head intake manifolding. For above average gas economy, the Hurricane's "F" head design puts the intake valves in the head and exhaust valves in the block. It's the standard engine for the 'Jeepster Convertible', 'Jeepster Commando' and Universal models.

'Jeepster Commando' Pick-up Truck



Great action with 'Jeep' 4-wheel drive . . . great fun with optional Turbo Hydra-Matic* automatic transmission, console shift and sporty styling!

Front bucket seats • Dauntless V-6 engine option with 160 h.p. and fully synchronized manual transmission • Standard Hurricane 4-cylinder engine • Console shift standard with automatic transmission • Full metal doors with roll-up windows • Truly comfortable ride with long wheelbase and off-center rear springs • Wide range of interior-exterior color combinations • Standard front and rear bumpers • Optional power brakes • Variety of snow plows and other work-saving accessories available.

Stop in at your local 'Jeep' 4wd center . . . take a test drive soon!

'Jeep' Wagoneer

(Custom model illustrated; standard model also available)

The 'Jeep' Wagoneer provides all the style and convenience you could want in a family wagon . . . plus road-hugging 4-wheel drive and famous 'Jeep' dependability.

New Dauntless V-8 engine option with 230 horsepower • Standard 145-hp Hi-Torque 6 engine • Fully-synchronized manual transmission available • Optional Turbo Hydra-Matic* automatic transmission • Dual range transfer case with single shift lever • Optional full-time power steering, power brakes, power tailgate window • Wide range of interior-exterior color combinations • Optional pleated, leather-like seats • Optional air conditioning and tinted windows • Biggest tailgate opening and largest cargo area of any wagon in its wheelbase class

- Various types of snow plows available
- With the recommended equipment, the Wagoneer tows camping trailers up to 5,000 lbs. gross weight.

Test drive the Wagoneer with dependable 'Jeep' 4-wheel drive.

You've got to drive it to believe it!



'Jeep' Universal



This is the one you think of when 4-wheel drive is the subject — the time-tested 'Jeep' Universal that has mastered rocks and rubble the world over!

High ground clearance plus short front and rear overhang • Optional Dauntless V-6 engine with 160 h.p. and single-lever transfer case • Standard Hurricane 4-cylinder engine • Optional convertible top, fabric full or half top, metal full or half top • Standard full-foam, adjustable driver's seat • Variety of interior-exterior color combinations • Optional seating combinations • Heavy-duty GVW option • Snow plows, winches, other work-saving accessories • Available in 4-wheel drive models with 81 in. or 101 in. wheelbase, available in 2wd with 81 in. wheelbase • Fully synchronized 3-speed transmission with Dauntless V-6 engine.

Test drive the 'Jeep' Universal soon . . .
only your Jeep' dealer has it!



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WORLD'S LARGEST AND MOST EXPERIENCED
MANUFACTURER OF 4-WHEEL DRIVE VEHICLES

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