STORIES OF THE SOUL

Stories that stir the soul and embody the spirit of the Jeep® brand.

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HONORING
75 YEARS
OF AN
UNSTOPPABLE
ICON

AND THE
GO ANYWHERE,
DO ANYTHING®
SPIRIT
THE BIRTH OF A LEGEND. In 1941, when the world needed heroes, one company in particular rose to answer the call. With courage and capability, Jeep vehicles began a history-making legacy that the 2016 75th Anniversary Editions continue.
SPANNING 75 YEARS AND NEARLY EVERY TERRAIN ON EARTH.

THE 2016 75TH ANNIVERSARY EDITIONS
MADE TO MAKE HISTORY. IT ARRIVED BEARING A COURAGEOUS PURPOSE THAT HELPED SHAPE THE WORLD WE LIVE IN TODAY. CREATED WITH THE CAN-DO SPIRIT OF 1940s AMERICA, WHAT BEGAN AS AN EXERCISE IN PURPOSE-BUILT NECESSITY EVOLVED INTO A RICH AND GROWING BRAND UNLIKE ANY OTHER. AFTER VIRTUALLY CREATING THE 4WD SEGMENT IN 1941, JEEP VEHICLES SPENT THE FOLLOWING 75 YEARS MARRYING CAPABILITY TO COMFORT AND MAKING ADVANCEMENTS IN TECHNOLOGY, SAFETY AND SECURITY, WHILE FUELING THE DREAMS OF ADVENTURERS AROUND THE GLOBE.
**A HERO IS BORN.** The Willys MA and Willys MB joined WWII Allies to help gain a game-changing advantage on the path to victory. Capable, versatile and revolutionary.

**1941**

**AMERICA’S GREAT CONTRIBUTION.** Amazingly adaptable, the tough and simple all-purpose MB “Jeep” became the GI’s best friend and helped secure the Allies’ victory.

**1945**

**PEACE-TIME SERVICE.** Converted into the CJ-2A Universal, this new Jeep was marketed as “The All-Around Farm Work-Horse,” and used worldwide.

**1946**

**ROOM FOR MORE.** The 463 Jeep Station Wagon was America’s first all-steel wagon/utility vehicle, and featured a wash-out interior. Its fold-down tailgate was ahead of its time.

**1946**

**1955**

**THE NEW CLASSIC.** The CJ-5 featured soft styling lines with a stronger powertrain and more comfortable interior. Its production spanned 30 years.

**1955**

**BIGGER, BETTER.** Prized by collectors, the CJ-6 wheelbase was 20-inches longer than the CJ-5, with more room for people and gear, and delivered superior off-road capability.

**1957**

**A NEW DESIGN.** Its unique cab-over-engine design made the Jeep Forward-Control (FC) 4x4 stand out. Farmers could “go anywhere” with a full load.

**1957**
THE ROAD (AND TRAIL) TO POPULARITY. Ever evolving and exploring new capabilities, the Jeep brand moved into the freedom-loving 1960s and '70s with panache. The yearning to Go Anywhere, Do Anything became the mantra of a generation. A rapidly expanding lineup of vehicles, engineered with a new breed of 4x4 systems, opened the landscape. Families and fun-lovers across the nation discovered a renewed passion for off-road recreation and for the brand's array of new, luxurious features.
BIRTH OF A CLASSIC. Cherokee’s sharp profile and proportions were seen as an innovative step forward. Command-Trac® 4WD was standard fare, with the option of a two- or four-door model.

1984

LUXURY REDEFINED. Grand Cherokee redefined luxury and capability, offering Quadra-Coil™ suspension, revised Quadra-Trac® 4WD, and an air bag. Today, it reigns as the “Most Awarded SUV Ever.”

1993

FREEDOM FOR ALL. With a rounded design blending on-road refinement and strength, Liberty also ruled off-road, thanks to the new available Selec-Trac® full-time 4WD and five-link suspension.

2002

MORE DOORS FOR MORE FUN. The unique four-door open-air design of Wrangler Unlimited integrated off-road capability with modern luxuries for five passengers. Plus, it had the most cargo space Wrangler had ever offered.

2007

“GRAND” REBORN. A complete redesign of Grand Cherokee reached a new level of poise and prowess, including Selec-Terrain® Traction Management, Quadra-Lift® air suspension and a world-class interior.

2011

CHEROKEE REDEFINED. With a progressive design, luxurious interior and next-generation technology, the new mid-size Cherokee gained immediate popularity. Outstanding efficiency, capability and versatility made it a classic reborn.

2014

THE MOST CAPABLE SMALL SUV EVER. Renegade® arrived with unique style. Adventure-seekers were offered an open door to the brand and unmatched capability that allowed them to travel the world their own way.

2015

75 YEARS STRONG. The Jeep Brand commemorates the milestone with special 75th Anniversary Edition vehicles.
- **BRONZE-FINISH EXTERIOR ACCENTS**, including unique badging, grille inserts, headlamp surrounds and tow hooks
- **BRONZE-FINISH OFF-ROAD FRONT AND REAR BUMPERS**
- **UNIQUE 17-INCH ALUMINUM WHEELS** with bronze finish and Goodyear® Wrangler Silent Armor tires
  - **POWER DOME VENTED HOOD**
  - **RUBICON® ROCK RAILS**
  - **COMMAND-TRAC® 4WD SYSTEM (4x4 ONLY)**
- **LEATHER-TRIMMED SEATS** with embossed logo, ombre mesh insert and dual-tone tangerine/pearl accent stitching
- **LEATHER-WRAPPED STEERING WHEEL** with tangerine accent stitching
- **MOROCCAN SUN INTERIOR ACCENTS**, including a unique 75th anniversary grab handle
- **AVAILABLE IN SIX EXTERIOR COLORS (AT LEFT):** SARGE GREEN, BLACK, GRANITE CRYSTAL METALLIC, MOJAVE SAND, BILLET SILVER METALLIC, BRIGHT WHITE and two interior colors: BLACK or DARK SADDLE

- **ALL-NEW GRILLE AND FRONT FASCIA**
- **BRONZE-FINISH EXTERIOR ACCENTS**, including wheels, unique badging, grille surrounds and fascia surround on limited models
- **LEATHER-TRIMMED SEATS** with embossed logo and tangerine accent stitching available on limited, Wallace II cloth with ombre mesh insert and tangerine accent stitching available on Laredo
- **MOROCCAN SUN INTERIOR ACCENTS**
  - **QUADRA-TRAC® I® 4WD SYSTEM (LAREDO 4x4 ONLY)**
  - **QUADRA-TRAC® II® ACTIVE FULL-TIME 4WD SYSTEM (LIMITED 4x4 ONLY)**

- **OFFERED ON LAREDO OR LIMITED TRIM LEVELS:**
  - **LIMITED:** Power Sunroof, 20-inch bronze wheels, Uconnect® 8.4 and blind spot monitoring
  - **LAREDO:** Heated seats and steering wheel, 18-inch bronze wheels, Uconnect® 8.4, ParkSense® Rear Park Assist System® and Parkview® Rear Back-up Camera

- **AVAILABLE IN FIVE EXTERIOR COLORS (AT RIGHT):** Recon Green, Brilliant Black Crystal Pearl, Granite Crystal Metallic, Billet Silver Metallic, Bright White and two interior colors: Morocco – Black or New Zealand – Black/Light Frost Beige
- Bronze-finish exterior accents, including unique badging, grille surrounds, front fascia surround and roof rails
  - Unique 18-inch bronze-finish wheels
- Premium cloth-trimmed seats with ombre mesh insert and dual-tone tangerine/pearl accent stitching
  - Moroccan sun interior accents
- Jeep, Active Drive I, single-speed 4WD system (4x4 only)
- Jeep Active Drive II, 2-speed 4WD system, includes off-road, lifted suspension (4x4 only)
  - Dual-tone tangerine/pearl upper dash accent stitching
  - CommandView® dual-pane panoramic sunroof
- 8.4” color touchscreen radio with SiriusXM® satellite radio
- 8-way power driver’s seat with 4-way power lumbar adjuster
  - Available in six exterior colors (at left): Recon Green, Brilliant Black Crystal Pearl, Granite Crystal Metallic, Rhino, Billet Silver Metallic, Bright White and two interior colors: Morocco - Black or Nepal - Black/Light Frost Beige

- Bronze-finish exterior accents, including unique badging, grille surrounds, roof rails and fog lamp bezels
  - Unique 18-inch bronze-finish wheels
- Premium cloth seats featuring ombre mesh insert (in linen to black or tangerine to sandstorm) and dual-tone tangerine/pearl accent stitching
  - Moroccan sun interior accents
- Jeep Active Drive Full-time 4WD system (4x4 only)
  - My Sky® open-air roof system
  - BeatsAudio™ premium sound system with nine speakers including subwoofer
  - Available in eight exterior colors (at right): Jungle Green, Omaha Orange, Black, Granite Crystal Metallic, Anvil, Mojave Sand, Glacier Metallic, Alpine White and two interior colors: Black or Black/Sandstorm
— BRONZE-FINISH EXTERIOR ACCENTS, INCLUDING UNIQUE BADGING, FRONT FASCIA SURROUND, ROOF RAILS AND TOW HOOKS (4x4 ONLY)
— UNIQUE 17-INCH ALUMINUM WHEELS WITH BRONZE FINISH
— LEATHER-TRIMMED SEATS FEATURING OMBRE MESH CLOTH INSERT (IN LINEN TO BLACK OR TANGERINE TO LIGHT FROST) WITH EMBOSSED LOGO AND DUAL-TONE TANGERINE/PEARL ACCENT STITCHING
— MOROCCAN SUN INTERIOR ACCENTS
— FREEDOM DRIVE I ACTIVE FULL-TIME 4WD SYSTEM WITH SELECTABLE LOCK MODE (4x4 ONLY)
— POWER SUNROOF
— REMOTE START SYSTEM
— LEATHER-WRAPPED STEERING WHEEL WITH AUDIO CONTROLS
— AVAILABLE IN FIVE EXTERIOR COLORS (AT LEFT): RECON GREEN, BLACK, GRANITE CRYSTAL METALLIC, BILLET SILVER METALLIC, BRIGHT WHITE AND TWO INTERIOR COLORS: DARK SLATE OR DARK SLATE/LIGHT FROST
THE QUEST FOR

FREEDOM AND
ADVENTURE

REVEALS WHAT WE TREASURE MOST.
MAKING
EXTRAORDINARY
JOURNEYS
POSSIBLE
SINCE 1941

1. The Jeep SUV brand has received more awards in its lifetime than any other SUV brand. 2. Most Capable Small SUV Ever is based on historical U.S. unibody B-SUV segment competitors as identified by Ward’s Auto Small Crossover and Small SUV segments (years 1985–2014). 4x4 capability based on Jeep B-SUV offering low-range power transfer unit (PTU) with 20:1 crawl ratio, low-range 4x4 capability. (1) Always check visually for vehicles prior to changing lanes. (2) Always look before proceeding. An electronic drive aid is not a substitute for conscientious driving. Always be aware of your surroundings. © SiriusXM subscriptions for adults and kids packages are sold by SiriusXM every 12 months your trial subscription. 4x4 capability based on Jeep B-SUV offering low-range power transfer unit (PTU) with 20:1 crawl ratio, low-range 4x4 capability. If you decide to continue listening after your trial, the subscription plan you choose will automatically renew according to your chosen payment method and at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See the SiriusXM Customer Agreement for complete terms and more information at www.siriusxm.com. All fees and programming subject to change. Your equipment and features for SiriusXM services will vary depending upon the vehicle you select and may be limited in select markets.

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