

Jeep 1998



Take the keys to a legendary Jeep 4x4 and you've taken ownership of something much bigger: rugged off-road trails, scenic mountaintops, freedom previously unknown, and the company of like minds whose common bonds are adventure and discovery. You're now torchbearer of a legend — one that nearly 60 years ago was forged in adversity, driven to victory and reborn as the world's four-wheel-drive (4WD) leader. Face it, you've crossed a line, be it in the sand, snow, rocks, or your mind. For not only does your Jeep vehicle have the guts to get you almost anywhere, there's an extra degree of expectation to **go out and do it.** Now.

This heritage of off-road mastery inspires utmost confidence in terrain that requires a shift into low-range 4WD. You'll find yourself there soon enough. After your Jeep vehicle crawls over rocks and masters harsh surroundings, your mind will wander to other places you've always wanted to reach but didn't know how. So go ahead. Get the one you've always wanted. And chart your own path to freedom in a Jeep Wrangler, Cherokee, or Grand Cherokee.



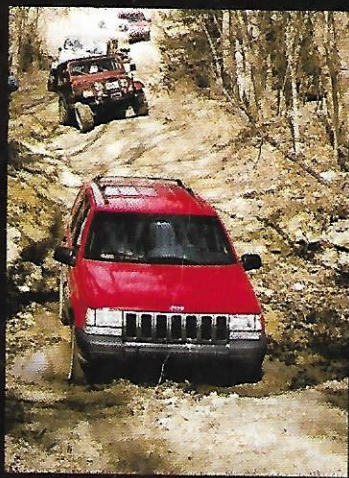
From left to right: Jeep Wrangler SE in Flame Red, Jeep Cherokee Classic in Flame Red and Jeep Grand Cherokee 5.9 Limited in Deep Slate.



Jeep® Peak Experiences There is nothing quite as satisfying as using a vehicle the way it was intended. For Jeep Wrangler, Cherokee and Grand Cherokee, that means heading off-road. It is here, in four-wheel drive, that your Jeep vehicle will amaze you. Its true capabilities will emerge as you scale elevations you

never associated with the word "vehicle," climb over obstacles your mind tells you are impassable, and take in scenery more beautiful than you could imagine. In that time you'll change — from observer to enthusiast — with a new respect for

yourself, your Jeep vehicle, and what you just accomplished together. We call these moments of discovery and exhilaration "peak experiences." And they can be found in abundance, on your own or through events like Jeep Jamborees.



"Many of Saturday's rough sections were more suited to billy goats than vehicles, but no Jeep model I saw was the slightest bit put out by the ascent or descent over the rock steps and steep outcroppings."

— 4x4 Performance

A Heritage Of Four-Wheel-Drive Excellence

Since their inception, 4WD Jeep vehicles have been lauded for their performance, durability and off-road mastery.

1941

Production begins on a small, 4WD, all-purpose military vehicle. All told, over 700,000 of these vehicles are produced during World War II.

1945

The first "Civilian Jeep" — the 1946 CJ-2A — is made.

1946

An all-steel, 4WD, seven-passenger utility vehicle is produced by Willys. An industry first, it is a forerunner of today's Jeep Cherokee and Grand Cherokee.

1954

The 1955 CJ-5 is introduced, with basic design and engineering features that survive the next 30 years.

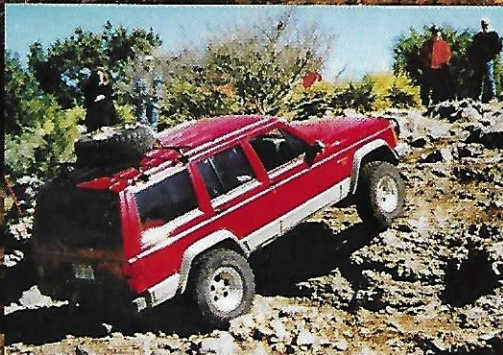
1966

The Jeepster Commando becomes the first small 4WD vehicle to add an automatic transmission.

1973

Quadra-Trac, the first fully automatic full-time 4WD system, is offered on the Jeep Wagoneer.

Calendar Year



Covering territory as diverse as the bayous of Louisiana and California's unforgiving

Rubicon Trail, Jeep Jamborees are extended weekends of four-wheeling fun open *only* to Jeep vehicle owners. Away from it all, your boundaries won't be measured in guardrails or medians, but in conifers, pines, streams and canyons. And since most of that time will be spent in 4WD, Jamborees allow you to understand what nearly 60 years of Jeep 4WD leadership means. So whether you want to

initiate yourself to off-road driving or hone your skills, call 1-800-925-JEEP for a copy of the *Jeep Jamboree USA*



1998 *Guidebook* (not available until December 1997). As long as you own a 4WD Jeep vehicle, your very own Jamboree adventure could be just around the bend.

"The Grand Cherokee must certainly have been intended for climbing through the aspen forests on the rutted red dirt road to Hornsilver Mountain. We parked on a rocky knoll at 12,100 feet and look in the 360-degree panorama."

— Great Drives: A Supplement to Automobile Magazine

1974

Jeep Cherokee (SJ) is introduced and wins "Four Wheeler of the Year" by *Four Wheeler* magazine.

1983

The 1984 Jeep Cherokee is the first vehicle with two available 4WD systems. It also wins "4x4 of the Year" from *Petersen's 4-Wheel & Off-Road* and "Four Wheeler of the Year." In '88, it wins "4x4 of the Year" again.

1992

The 1993 Jeep Grand Cherokee is introduced and sweeps the three most prestigious awards in its class: "4x4 of the Year," "Four Wheeler of the Year" and *Motor Trend's* "Truck of the Year."

1995

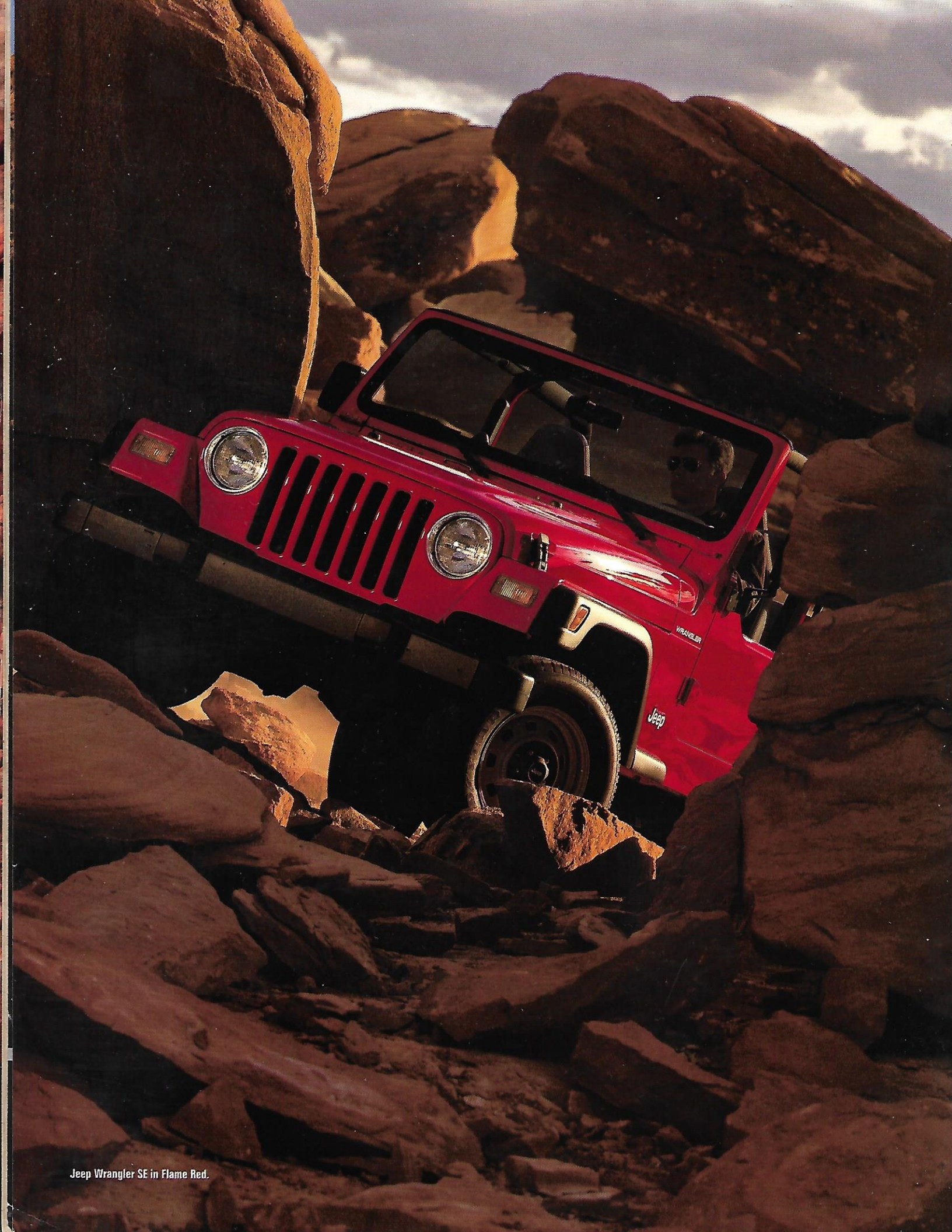
Refreshed with over 40 major advancements, the 1996 Jeep Grand Cherokee wins "4x4 of the Year" and "Four Wheeler of the Year" again.

1996

The 1997 Wrangler is the fifth Jeep vehicle to win "4x4 of the Year" while the new Cherokee is the sixth to win "Four Wheeler of the Year." The Jeep brand has won these major 4x4 awards more than anyone else.

1997

The legend continues with the introduction of the quickest and most powerful Jeep vehicle ever: the 1998 Jeep Grand Cherokee 5.9 Limited.



Jeep Wrangler SE in Flame Red.

Jeep Wrangler

When rocks scrape against underbody skid plates, when merciless vertical drops parallel the only avenue home, who would you trust more? From the original Willys MB to the 1998 Jeep Wrangler, this one's been there. And back. Making tracks for nearly 60 years.

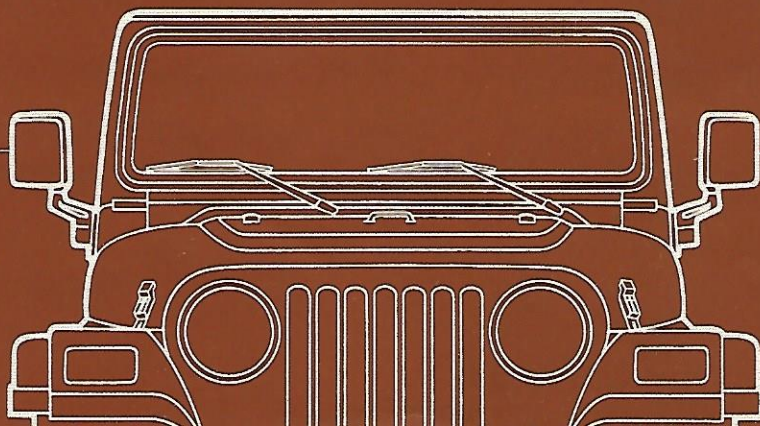
In 1943, correspondent Ernie Pyle wrote: "I don't think we could continue ... without the Jeep. It does everything. It goes everywhere. It's as faithful as a dog, as strong as a mule, and as agile as a goat. It constantly carries twice what it was designed for and still keeps going." That basic premise hasn't changed. In awarding Jeep Wrangler their '97 "4x4 of the Year" award over seven other vehicles, *Petersen's 4-Wheel & Off-Road* said: "While we pushed the other 4x4s to their limits, we never found the Wrangler's."* That's because all the necessary hardware to excel off road is included: Command-Trac® four-wheel drive (4WD), axle ratios geared low enough for rock crawling, standard steel skid plates underneath that help protect the transfer case and fuel tank, and a Quadra-Coil™ suspension that soaks up bumps with aplomb.

The Command-Trac® 4WD System

Command-Trac 4WD allows Wrangler to remain where it's always been: 50 miles ahead of civilization. All Wrangler models are equipped with this part-time, shift-on-the-fly system. Part-time means you only engage 4WD when you need it — during off-road treks or when slick surfaces are encountered. Shift-on-the-fly means that you can move from two-wheel drive (2WD) to 4WD high range at speeds up to 55 mph. No need to slow down or get out of the vehicle to lock hubs. Just shift Command-Trac's 4WD transfer case lever from 2H to 4H. As noted in *Four Wheeler*, "... moving the Wrangler into four-wheel drive is easy: 'Just shove it in and go — just like in 1941.'" For maximum traction, both axles rotate at the same speed in 4WD. Since this mode is only intended for slippery conditions, shift back into 2WD when dry, paved surfaces resume.

For maximum power and control in severe low-traction situations — where Wrangler really excels — a shift into 4L (that's 4WD low range) more than doubles the transfer case gear ratio. A neutral position is also available in case you should decide to tow Wrangler behind another vehicle. **Jeep**

*February 1997.



OFF-ROAD BRAVN INCREDIBLE SUSPENSION

ARTICULATION, 10 INCHES OF MINIMUM

RUNNING GROUND CLEARANCE, AND HEFTY

APPROACH (44.2 DEGREES), DEPARTURE (31.5

DEGREES), AND BREAKOVER (25.6 DEGREES)

ANGLES CONTRIBUTE GREATLY TO WRANGLER'S

OFF-ROAD MASTERY. ON SPORT AND SAHARA,

POWER IS SUPPLIED BY THE 4.0L POWER TECH

I-6 (THE ONLY SIX-CYLINDER ENGINE IN ITS

CLASS, AND THE MOST POWERFUL*), WHICH

DELIVERS 181 HORSEPOWER AND 220 POUND-

FEET OF TORQUE. A 2.5-LITRE FOUR-CYLINDER

ENGINE IS STANDARD ON WRANGLER SE.

*Ward's 1997 Small Sport Utility class.



Wrangler SE in Flame Red.

"The first three months of this Four Seasons test were no revelation really, just a confirmation of what America has known for more than 50 years: A vehicle more rugged and field-tested than the classic Jeep does not exist." — *Automobile Magazine*



Black
(SE, Sport, Sahara)



Flame Red
(SE, Sport)



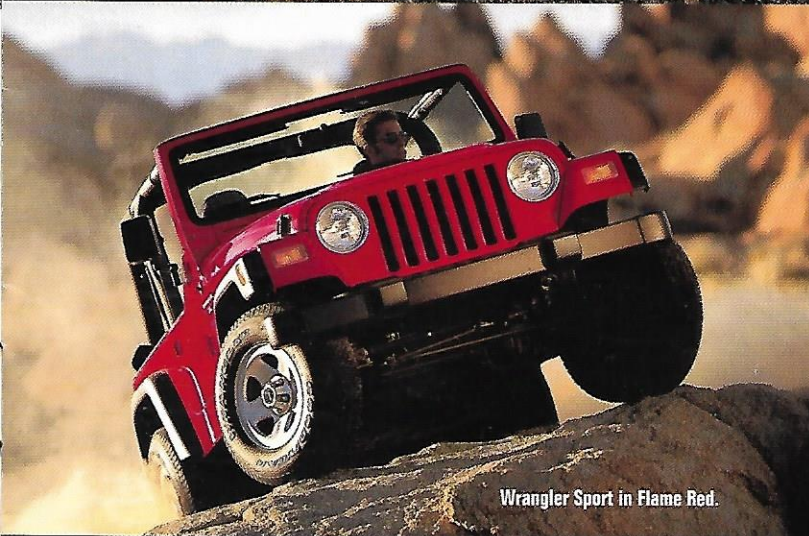
Moss Green Pearl Coat
(SE, Sport, Sahara)



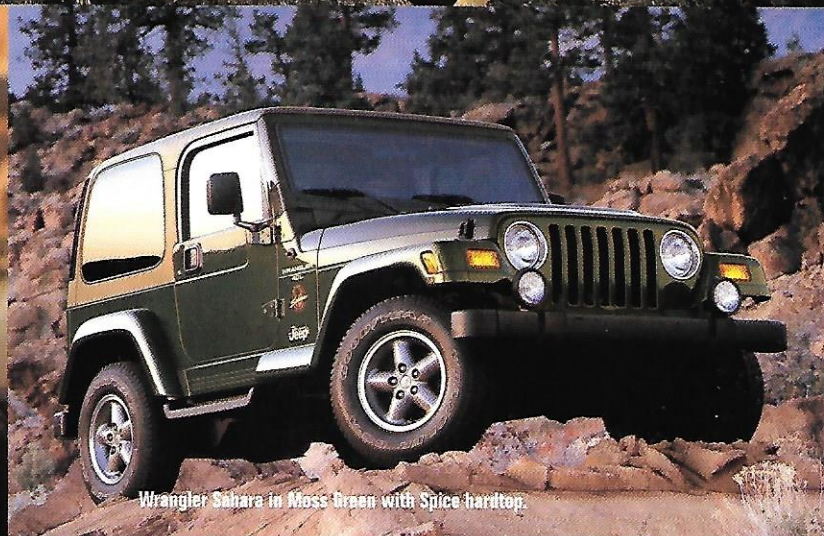
Deep Amethyst Pearl Coat
(SE, Sport)



Stone White
(SE, Sport, Sahara)



Wrangler Sport in Flame Red.



Wrangler Sahara in Moss Green with Spice hardtop.



Emerald Green Pearl Coat
(SE, Sport)



Bright Jade Satin Glow
(SE, Sport)



Lapis Blue
(SE, Sport)



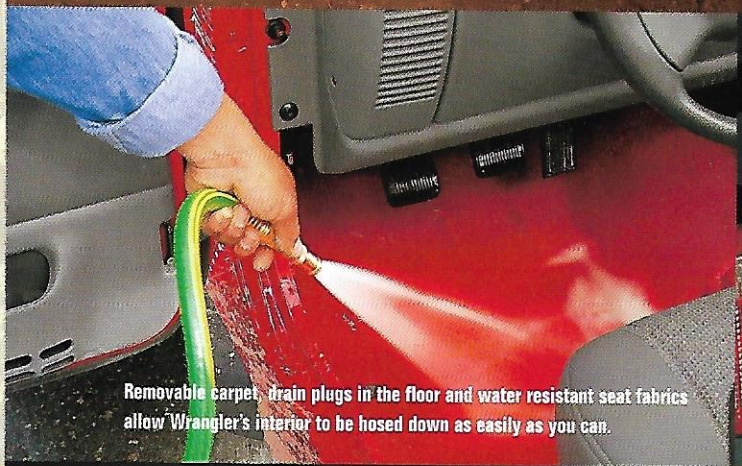
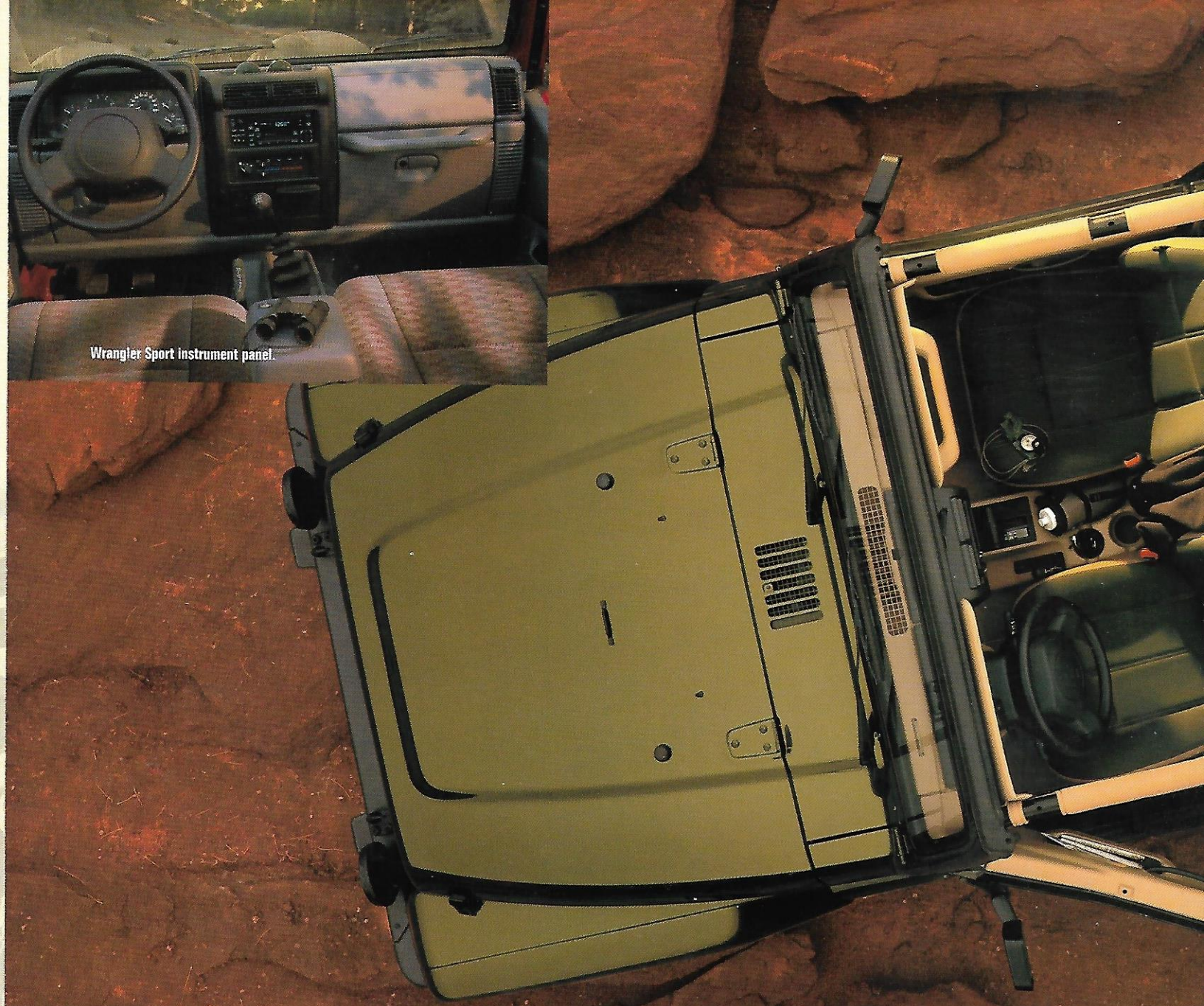
Chili Pepper Red Pearl Coat
(SE, Sport)



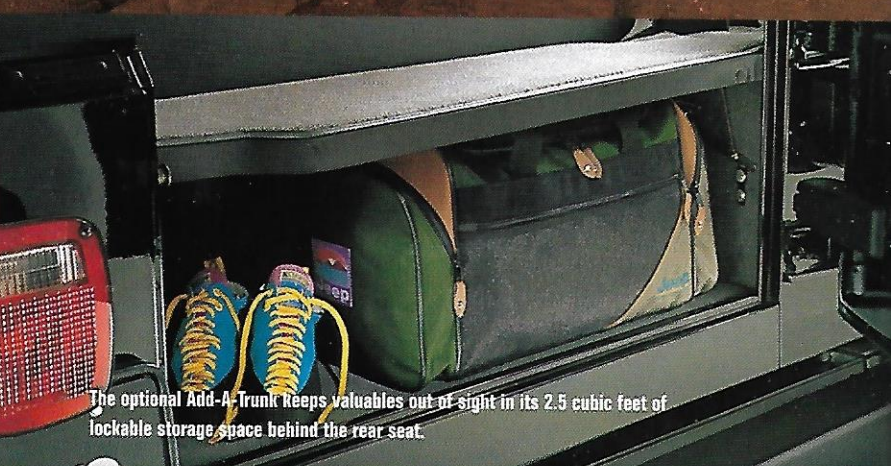
Gunmetal Pearl Coat
(SE, Sport)



Wrangler Sport instrument panel.



Removable carpet, drain plugs in the floor and water resistant seat fabrics allow Wrangler's interior to be hosed down as easily as you can.



The optional Add-A-Trunk keeps valuables out of sight in its 2.5 cubic feet of lockable storage space behind the rear seat.

Trim

1. Fusion Vinyl. (Standard: SE and Sport in Mist Gray, Saddle)
2. Pueblo Cloth. (Optional: SE and Sport in Mist Gray, Saddle)
3. Trailcloth. (Standard: Sahara in Saddle/Moss Green)



"The rest of its charm is found by folding back its fabric top, which provides head room galore and all the freedom associated with the warm sun fondling your face." — *Automobile Magazine*

OPEN-AIR FREEDOM THAT TOP-DOWN, WIND-

IN-YOUR-HAIR OPENNESS PERSONIFIES ALL

THAT IS WRANGLER (LIKE THE SAHARA SHOWN

AT LEFT). THAT'S WHY ITS STANDARD SOFT TOP

HAS FORWARD LATCHES INSTEAD OF SNAPS, SO

FOLDING IT DOWN IS SIMPLE. YOU CAN EVEN

REMOVE THE DOORS AND FOLD THE

WINDSHIELD DOWN WHEN DRIVING OFF-ROAD.

AND FOR THE FIRST TIME, YOU CAN ORDER THE

SOFT TOP AND HARDTOP WITH WRANGLER'S

CONVENIENT DUAL-TOP OPTION (WHICH ALSO

INCLUDES HARD DOORS WITH ROLL-UP

WINDOWS). SPEED CONTROL IS ALSO NEW AND

OPTIONAL ON ALL MODELS.





Jeep

CHEROKEE

Sport

Jeep Cherokee Sport in Black.

Jeep Cherokee

When introduced as the first four-door vehicle in its class, and the first with two available four-wheel-drive (4WD) systems, it started a craze that has yet to subside. With the guts to go just about anywhere, and extra room for passengers or cargo, people were asking who created such a vehicle. Few were surprised that its name was Jeep Cherokee. Since that time, Cherokee has convinced adventure seekers that the journey from ordinary to extraordinary is well within reach.

Two new Cherokees join SE and Sport for 1998: Cherokee Classic and Limited. All have a very Jeep core: solid UniFrame construction, Command-Trac® part-time or Selec-Trac® full-time four-wheel drive (both include a low range), a Quadra-Link front suspension with a solid axle and coil springs, powerful engines with low-end torque aplenty, axle ratios geared low enough for off-road mastery, and generous ground clearance and approach, departure and breakover angles.

As noted in *Automobile Magazine*, "The heart and soul remain unaltered, imbuing the Cherokee with the spirit of a true four-wheel-drive vehicle: tough, durable and ready to head for the Rockies when you are."

The Selec-Trac® 4WD System Cherokee SE, Sport and Classic 4WD models feature standard Command-Trac® part-time 4WD (an explanation of its operation can be found on page 7). Cherokee Limiteds equipped with 4WD have a more advanced system: Selec-Trac full-time, shift-on-the-fly 4WD (optional on Sport and Classic). Full-time means that when engaged, Selec-Trac can be left in the 4 FULL-TIME mode over any road surface — including dry, paved roads — without damaging the drivetrain or reducing fuel economy. Shift-on-the-fly means that you can shift from two-wheel drive (2WD) to 4WD high range at speeds up to 55 mph. No need to slow down or get out of the vehicle to lock hubs. Just shift Selec-Trac's 4WD transfer case lever from 2WD to 4 PART-TIME or 4 FULL-TIME. For conditions like deep snow or deep mud, 4 PART-TIME is recommended.

For maximum power and control in severe low-traction situations like rock crawling — a shift into 4 LO (that's 4WD low range) more than doubles the transfer case gear ratio. A neutral position is also available in case you should decide to tow Cherokee behind another vehicle.

Jeep



OFF-ROAD CAPABILITY CHEROKEE'S QUADRA-

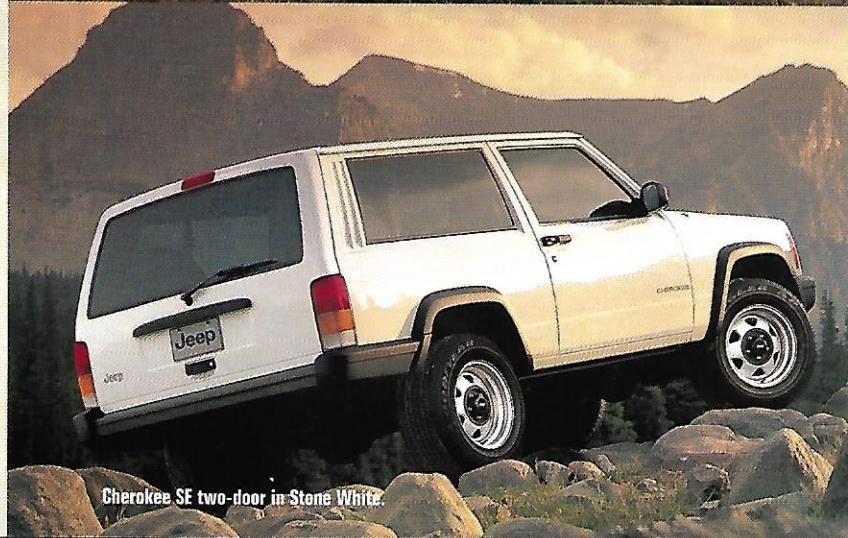
LINK FRONT SUSPENSION COMBINES A SOLID FRONT AXLE WITH COIL SPRINGS AND FOUR LOCATING ARMS TO GIVE IT PRECISE HANDLING, STABILITY AND CONTROL ON A VARIETY OF DRIVING SURFACES. WITH THE MIGHTY 4.0L POWER TECH I-6 ENGINE (STANDARD ON SPORT, CLASSIC AND LIMITED, OPTIONAL ON SE) THAT DELIVERS 190 HORSEPOWER AND 225 POUND-FEET OF TORQUE, THERE'S PLENTY OF PASSING OR PULLING POWER. TRANSMISSIONS INCLUDE A STANDARD FIVE-SPEED MANUAL OVERDRIVE, OPTIONAL THREE-SPEED AUTOMATIC (2WD SE WITH 2.5L ENGINE) OR OPTIONAL FOUR-SPEED AUTOMATIC (STANDARD ON CLASSIC AND LIMITED).

"Shifting into four-wheel drive, the Cherokee's heady torque let it ascend steep trails like an unstoppable freight train."

— *Motor Trend*



Cherokee Limited, new for 1998, in Deep Amethyst.



Cherokee SE two-door in Stone White.



Black
(SE, Sport, Classic, Limited)



Flame Red
(SE, Sport, Classic, Limited)



Stone White
(SE, Sport, Classic, Limited)



Emerald Green Pearl Coat
(SE, Sport)



Moss Green Pearl Coat
(SE, Sport, Classic, Limited)



The new-for-1998 Cherokee Classic in Flame Red.



Cherokee Sport in Black.



Deep Amethyst Pearl Coat
[SE, Sport, Classic, Limited]

Gunmetal Pearl Coat
[SE, Sport, Classic, Limited]

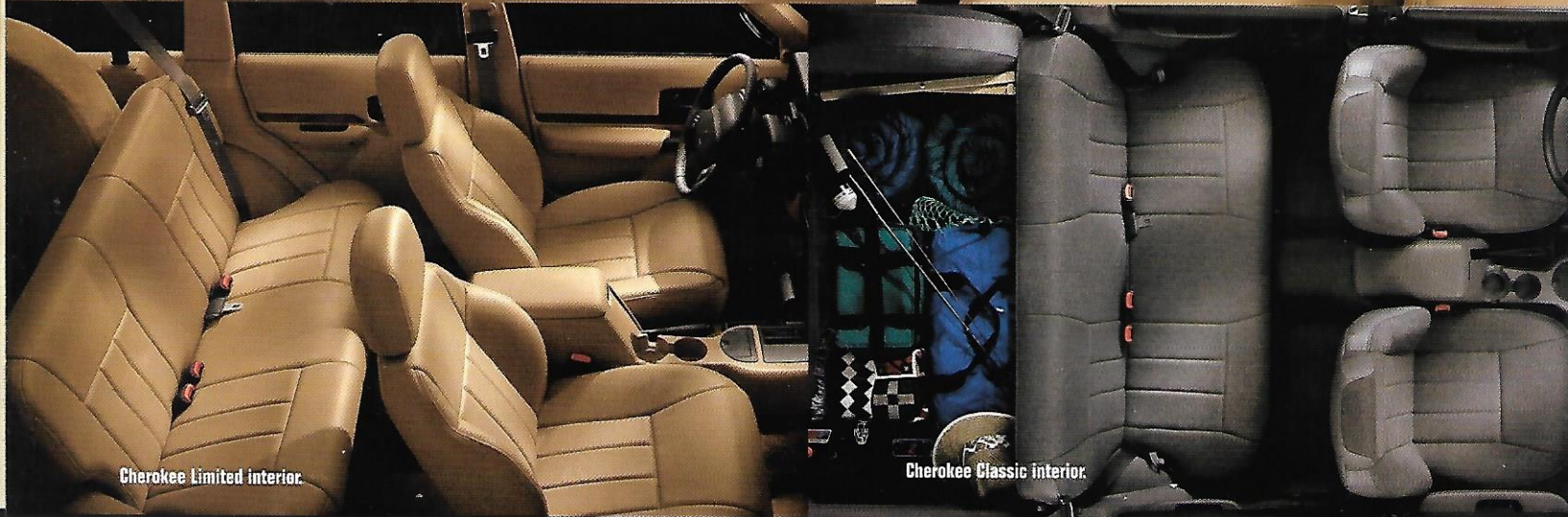
Bright Jade Satin Glow
[SE, Sport]

Lapis Blue
[SE, Sport]

Chili Pepper Red Pearl Coat
[SE, Sport, Classic, Limited]



Cherokee Limited instrument panel.



Cherokee Limited interior.

Cherokee Classic interior.

Trim

1. Fusion Vinyl. (Standard: SE in Mist Gray, Saddle)

2. Gilmore Cloth. (Standard: Sport, Optional: SE in Mist Gray, Saddle)

3. Grenoble Cloth. (Standard: Classic in Mist Gray, Saddle)

4. Highland Grain leather-trimmed. (Standard: Limited in Mist Gray, Saddle)





VERSATILITY CHEROKEE CAN CARRY EVERY-

THING YOU NEED OVER TERRAIN YOU'D HAVE A

HARD TIME CROSSING ON FOOT. IN ADDITION

TO AMPLE CARGO ROOM, STORAGE AREAS

INCLUDE THE STANDARD FULL-FLOOR CONSOLE

AND OPTIONAL OVERHEAD CONSOLE (INCLUDED

ON LIMITED). REMOVE THE REAR SEAT CUSHION

FOR A LONGER LOAD FLOOR. AND WITH SUPERB

DOOR SEALS AND SOUND DAMPENERS, MUSIC

FROM THE AM/FM STEREO RADIO WITH CD AND

CASSETTE PLAYER AND THE PREMIUM INFINITY®

SPEAKER PACKAGE (BOTH OPTIONAL ON ALL

MODELS) IS EVEN MORE MEMORABLE.

"In Interior scoring, the Cherokee seats, console, and dash layout were judged as quantum leaps forward in Cherokee creature comforts."

— *Four Wheeler*





Jeep Grand Cherokee 5.9 Limited in Deep Slate.

Jeep Grand Cherokee

Remarkably sophisticated yet incredibly adept on the trail, Jeep Grand Cherokee seems like a study in

contrast. Until you understand that at its core lies the same off-road spirit that takes Jeep Wrangler up mountains, over rocks, through the woods and into our hearts.

A new Grand Cherokee arrives for 1998 as the most powerful Jeep vehicle ever: the 245-horsepower Grand Cherokee 5.9 Limited. Like its mates in the Grand Cherokee stable, the 5.9 Limited carries all its history and heritage in a distinct package: solid UniFrame construction, a Quadra-Coil™ suspension, loads of low-end torque, and generous approach, departure, and break-over angles for off-road success.

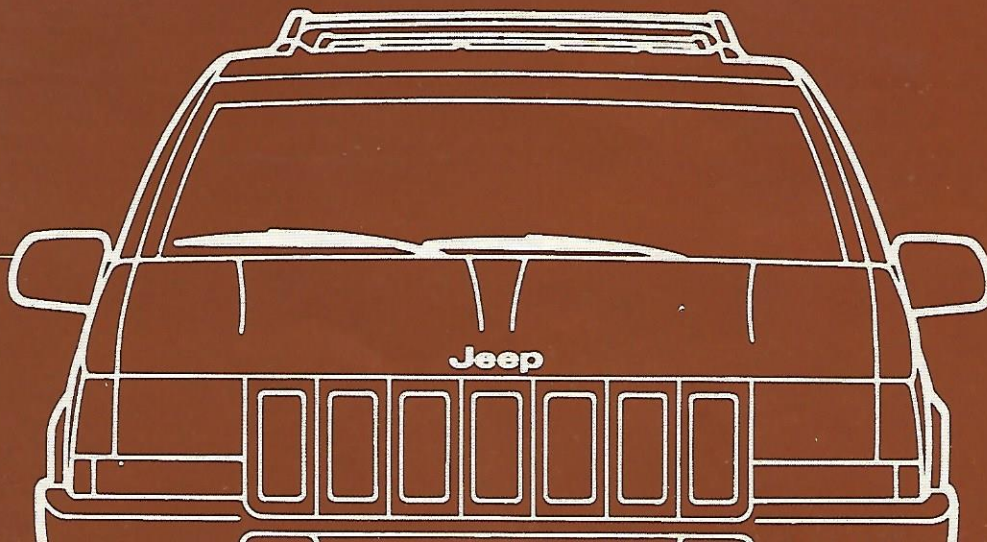
Four Wheeler magazine, after testing a Grand Cherokee Laredo said, "From our point of view, the proof is in the details: high-mounted vent tubes, Dana 44 rear-end, drain holes in the air box, 2.72:1 low-range ratio, and a long list of other likables that, collectively, show us that Jeep wants us to think the Grand Cherokee is meant to be used on the trail. We've done it, and we think Grand Cherokee is up to the challenge."

The Quadra-Trac® 4WD System 4WD

Grand Cherokee Laredos feature standard Selec-Trac® full-time 4WD (an explanation of its operation can be found on page 13). Grand Cherokee TSi and Limited 4WD models, and all 5.9 Limiteds have a more advanced system: Quadra-Trac on-demand 4WD (optional on Laredo). Quadra-Trac sends virtually 100 percent of the engine's power to the rear wheels in normal, dry-pavement use. What happens on slippery or rough roads? *Petersen's 4-Wheel & Off Road* said, "In high range, Quadra-Trac biases power to the front wheels, which makes for rip-roarin' dirt road performance and incredibly surefooted cornering even on wet pavement." *All of this is done with no driver input.* For maximum power and control in severe low-traction situations — a shift into 4 LO (that's 4WD low range) more than doubles the transfer case gear ratio.

As *Four Wheeler* concluded: "We like Quadra-Trac® for its ability to reduce the need for driver input, the excellent gear ratio, ease of operation, and center "Neutral" setting, a benefit for anyone who wants to tow the Grand Cherokee behind their truck or motor home."

Jeep



POWER PLANTS WITH 245 HORSEPOWER AND

345 POUND-FEET OF TORQUE, THE 5.9-LITRE V8

ENGINE* MAKES THE NEW GRAND CHEROKEE

5.9 LIMITED THE QUICKEST (0 TO 60 IN 7.3

SECONDS) AND MOST POWERFUL JEEP® VEHICLE

EVER. POWERFUL ALTERNATIVES INCLUDE A

5.2-LITRE V8 ENGINE (OPTIONAL ON LAREDO, TSi

AND LIMITED) WITH 4WD TOWING CAPABILITY

OF 6,500 POUNDS¹ AND A 4.0L POWER TECH I-6

ENGINE (STANDARD ON LAREDO, TSi AND

LIMITED) WITH TOWING CAPABILITY OF 5,000

POUNDS. AN ELECTRONICALLY CONTROLLED

FOUR-SPEED AUTOMATIC TRANSMISSION IS

STANDARD ON ALL MODELS.

*Premium unleaded fuel required on Grand Cherokee 5.9 Limited. Two-wheel-drive Grand Cherokees equipped with the 5.2-litre V8 can tow up to 6,700 pounds.

"The Jeep Grand Cherokee Limited astonished us. It will take you as far off-road as anyone should venture, and it is easy to drive in complicated terrain."

— *Car and Driver*



Grand Cherokee TSi in Black.



Grand Cherokee Limited in Stone White.



Char Gold II Satin Glow
(Laredo, Limited)



Black
(Laredo, TSi, Limited)



Stone White
(Laredo, Limited, 5.9 Limited)



Forest Green Pearl Coat
(Laredo, Limited)



Light Driftwood Satin Glow
(Laredo, Limited)



The new-for-1998 Grand Cherokee 5.9 Limited in Deep Slate.



Grand Cherokee Laredo in Flame Red.



Flame Red
(Laredo, Limited)

Dark Rosewood Pearl Coat
(Laredo, Limited)

Deep Amethyst Pearl Coat
(Laredo, TSi, Limited)

Bright Platinum
(Laredo, Limited, TSi, 5.9 Limited)

Deep Slate Pearl Coat
(Laredo, Limited, 5.9 Limited)



You can appreciate the 5.9 Limited's power and legendary Jeep capability from the finest cabin in any neck of the woods.



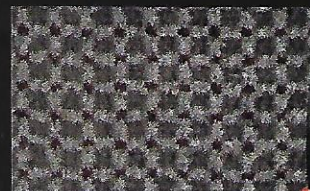
Grand Cherokee Limited interior



Grand Cherokee Laredo cloth interior

Trim

1. Dayton/Regina cloth. (Standard: Laredo in Agate, Medium Mist Gray, Saddle)
2. Highland Grain leather-trimmed. (Optional: Laredo in Agate, Saddle)
3. Perforated Highland Grain leather-trimmed. (Standard: TSi in Agate)
4. Calfnap leather-trimmed. (Standard: Limited in Agate, Medium Mist Gray, Saddle)
5. Wanderer II premium leather. (Standard: 5.9 Limited in Agate)





REFINEMENT JOURNEYS ARE A LOT MORE

MANAGEABLE FROM INSIDE GRAND CHEROKEE.

CONTROL YOUR GARAGE DOOR, GATE AND HOME

SECURITY SYSTEM WITH THE HOMELINK®

UNIVERSAL TRANSMITTER* THE JEEP MEMORY

SYSTEM* ALLOWS DRIVERS TO SET AND

RETRIEVE THEIR PREFERRED SEATING, OUTSIDE

MIRRORS AND RADIO STATION SELECTIONS. A

PREMIUM AM/FM STEREO RADIO WITH CD AND

CASSETTE PLAYERS,* THREE-BAND GRAPHIC

EQUALIZER, AND INFINITY GOLD™ AUDIO SYSTEM

IS A CROWD PLEASER. AND THE INSTRUMENT

PANEL'S AUXILIARY OUTLET CAN POWER YOUR

COMPUTER, FAX OR CELLULAR PHONE.

*Please see Selected Standard Features on the following page for model availability.

“... while other SUVs might offer more room
... They don't have the Grand Cherokee's
name, its history or its particular brand of
proven rough-and-readiness to go anywhere.”

— *Road & Track Truck & Van Buyer's Guide '97*



2

3

4

5

23

Jeep® Wrangler

Wrangler SE selected standard features:

- 2.5-litre four-cylinder engine
- Five-speed manual transmission
- Command-Trac® NV231 part-time 4WD
- Quadra-Coil™ suspension includes live solid axles, locating arms, coil springs, track and stabilizer bars and gas-charged shock absorbers
- 15-inch x 6-inch Styled steel wheels
- P205/75R15 Goodyear Wrangler RT/S all-terrain tires
- Fuel tank and transfer case skid plates
- 15-gallon fuel tank capacity
- 500-ampere battery
- Next Generation driver and front-passenger air bags*
- Power steering
- Locking glove box
- Fusion vinyl reclining front bucket seats with tip-and-slide front-passenger seat
- Height-adjustable front shoulder belts with traveling inboard buckles
- Mini-floor console with cup holder and tray
- Easy-fold soft top
- Low fuel warning lamp
- Dual swingaway mirrors
- Removable front carpeting

Wrangler Sport adds these selected standard features:

- 4.0L Power Tech I-6 engine
- 15-inch x 7-inch Full-face steel wheels
- P215/75R15 Goodyear Wrangler RT/S all-terrain tires
- AM/FM stereo radio with clock and two speakers
- Cargo area net
- Fold-and-tumble rear seat
- Removable cargo area carpeting

Wrangler Sahara adds these selected standard features:

- 15-inch x 7-inch Grizzly cast aluminum wheels
- P225/75R15 Goodyear Wrangler GS-A outline white letter all-terrain tires
- 19-gallon fuel tank capacity
- Two front tow hooks
- Heavy-duty gas-charged shock absorbers
- Heavy-Duty Electrical Package includes 117-ampere alternator; 600-ampere battery
- Round halogen fog lamps
- Body-color fender flares with rocker molding
- Bodyside steps
- "Sahara" spare tire cover
- Trailcloth seating with front seatback map pockets and EZ access driver seat
- AM/FM stereo radio with cassette tape player and four speakers (two in the instrument panel and two in the rear overhead sound bar)
- Leather-wrapped steering wheel
- Height-adjustable steering column
- Intermittent windshield wipers
- Front floor mats
- Convenience Group includes courtesy lamp under instrument panel, engine compartment lamp and a full-center floor console

*Certified to the new Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children. Backseat required for rearward-facing child seat.

Jeep® Cherokee

Jeep Cherokee SE selected standard features:

- 2.5-litre four-cylinder engine
- Five-speed manual transmission
- Command-Trac® NV231 part-time 4WD (on 4WD models)
- 15-inch x 7-inch Styled steel wheels
- P215/75R15 Goodyear Wrangler AP all-season tires
- 20-gallon fuel tank capacity
- Next Generation driver and front-passenger air bags†
- Full-center floor console includes cup holders, covered storage, removable front ashtray, rear ashtray, padded armrest and storage bin with slots for CD/cassettes
- Fusion vinyl seating
- AM/FM stereo radio with two front-door speakers
- Height-adjustable front shoulder belts with traveling inboard buckles
- Intermittent windshield wipers

Jeep Cherokee Sport adds these selected standard features:

- 4.0L Power Tech I-6 engine
- 15-inch x 7-inch Full-face steel wheels
- P225/75R15 Goodyear Wrangler RT/S outline white letter all-terrain tires
- Black bodyside molding
- Gilmore cloth seating
- AM/FM stereo radio with cassette tape player and four speakers (two in the front doors and two in the rear headliner)
- Carpeted spare tire cover

Jeep® Grand Cherokee

Jeep Cherokee Classic adds these selected standard features:

- Four-speed automatic transmission
- 15-inch x 7-inch Ecco cast aluminum wheels painted Dark Quartz
- Body-color exterior features
- Power remote exterior mirrors
- Roof rack
- Rear wiper/washer, intermittent
- Grenoble cloth seating
- Leather-wrapped steering wheel
- Floor mats

Jeep Cherokee Limited adds these selected standard features:

- 15-inch x 7-inch Luxury cast aluminum wheels
- P225/70R15 Goodyear Eagle GA outline white letter all-season tires
- Selec-Trac® NV242 full-time 4WD (on 4WD models)
- Bodyside paint stripe
- Rear window defroster
- Highland Grain leather-trimmed seating
- Six-way power driver's seat
- Air conditioning
- Overhead console includes compass, trip computer, front and rear map/reading lamps and storage for a pair of sunglasses and garage door opener
- Speed control
- Power Equipment Package includes power windows, power door locks, dual power remote exterior mirrors and remote keyless entry system (must have Light Group and rear wiper/washer)
- Light Group includes map/dome, courtesy under instrument panel, cargo area and engine lamps, headlamp time delay and dual illuminated visor vanity mirrors (cargo area lamp is standard on Sport, Classic and Limited)
- Height-adjustable steering column
- Cargo area cover
- Deep-tinted rear door, rear quarter and liftgate glass

*Certified to the new Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children.

Jeep Grand Cherokee Laredo selected standard features:

- 4.0L Power Tech I-6 engine
- Four-speed automatic transmission
- Selec-Trac® NV242 full-time 4WD (on 4WD models)
- 15-inch x 7-inch Sport cast aluminum wheels
- P215/75R15 Goodyear Wrangler AP all-season tires
- Four-wheel disc antilock brake system (ABS)
- 23-gallon fuel tank capacity
- Stainless steel exhaust system
- Roof rack
- Bright grille
- Flipper liftgate glass
- Rear window defroster
- Rear window wiper/washer
- Driver and front-passenger air bags[†]
- Power door locks with illuminated controls
- Power windows with illuminated controls and driver one-touch-down feature
- Dual foldaway power remote exterior mirrors with illuminated controls
- Remote keyless entry system with panic button
- Air conditioning
- AM/FM stereo radio with cassette tape player and four speakers
- Speed control
- Intermittent windshield wipers
- Tilt steering column
- Full-center floor console
- Dual illuminated cloth covered visor vanity mirrors
- Height-adjustable shoulder belts for front and rear outboard seating positions
- 60/40 split-folding rear seat
- Retractable cargo cover
- Cargo net

Jeep Grand Cherokee TSi adds these selected standard features:

- 15-inch x 7-inch 5-Spoke cast aluminum wheels
- P225/70R16 Goodyear Wrangler HP outline white letter all-terrain tires
- Quadra-Trac® NVG249 on-demand 4WD (on 4WD models)
- Body-color grille
- Highland Grain perforated leather-trimmed seating
- AM/FM stereo radio with cassette tape player, five-band graphic equalizer and Infinity Gold™ Sound System (eight

- speakers in six locations and 120-watt power amplifier)
- Heated exterior mirrors
- Luxury Group
- Vehicle Theft Security System

Jeep Grand Cherokee Limited adds these selected standard features:

- 16-inch x 7-inch Luxury cast aluminum wheels
- Electrochromic driver-side exterior mirror
- Calfnap leather-trimmed seating
- Jeep Memory System
- HomeLink® Universal Transmitter
- Automatic temperature control

Jeep Grand Cherokee 5.9 Limited adds these selected standard features:

- 5.9-litre OHV V8 engine
- Four-speed automatic transmission (46RE)
- 16-inch x 7-inch Ultra Star cast aluminum wheels
- P225/70R16 Goodyear Wrangler HP black sidewall tires
- Full-size spare tire with matching fifth wheel
- 3.73:1 axle ratio
- Trac-Lok rear differential
- 150-ampere alternator
- Low-restriction exhaust system
- Hood louvers
- Wire mesh grille
- Chrome badging
- Chrome-tipped exhaust pipe
- Low-profile roof rack
- Wanderer II all-leather seating
- Heated front seats with two temperature settings
- Leather trim on the automatic transmission shifter handle, door trim panels, floor console cover, emergency brake and transfer case handles
- Premium AM/FM stereo radio with CD/cassette, three-band graphic equalizer and Infinity Gold™ Sound System (10 speakers in 8 locations, 4 in the overhead sound bar, and 180-watt power amplifier)
- Power sunroof with mini-overhead console
- Chrome automatic transmission and emergency brake levers

[†]Always use seat belts. Remember a backseat is the safest place for children.



As rugged as the vehicles that created them, the following Mopar Accessories are shown above: Tubular Front and Rear Bumpers, Tubular Light Bar, Winch and Aluminum Wheels on Jeep Wrangler SE in Flame Red. Deluxe Color-Keyed Grille/Brush Guard with integrated Off-Road Lights and Molded Side Steps on Cherokee Classic in Flame Red. Front Tubular Bar and Tubular Side Steps on Grand Cherokee 5.9 Limited in Deep Slate.

Mopar®

To customize the appearance and capability of your vehicle, your dealer offers a complete line of genuine Jeep accessories from Mopar. Created by the same engineers who designed your vehicle, Mopar Accessories are the only ones approved by those engineers for quality, fit and finish. If installed before delivery, Mopar Accessories are covered by the same 3/36 Bumper-To-Bumper Limited Warranty (see next page) that covers your Jeep vehicle. For a complete list of accessories, ask for the Mopar Accessories catalog for your Jeep vehicle of choice. So for genuine Jeep accessories, there's only one choice. Mopar makes the accessories that make the difference.



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1) AM/FM Stereo Radio with Cassette Tape Player, Compact Disc Player and Three-Band Graphic Equalizer (RAZ) • 2) Six-Disc CD Changer • 3) Hitch-mounted Fold-Down Bike Carrier • 4) Hitch-mounted Ski Carrier • 5) T-Hood Cover • 6) Class IV Receiver Hitch • 7) Molded, Color-Keyed Running Boards • 8) EVS II® Security Plus System • 9) Deluxe Tire Cover

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THE OWNERSHIP EXPERIENCE From the moment you drive away in your new vehicle to long after you conquer the trails, we want your experience with a Jeep® vehicle to be satisfying. Through events like Jeep Jamborees, we hear how we're doing. Our owners share their concerns, ideas and enthusiasm they feel toward their Jeep vehicles — all the while rewarding us with a level of owner commitment that, frankly, no other vehicle in our class can match. So while the following customer support programs are available to you as a Jeep owner, remember to visit us in the field. We've got that covered too.

CUSTOMER ONE Besides being the source of some extraordinary vehicles, a Jeep dealership is the site of a huge customer satisfaction program. More than 100,000 management and sales and service people are putting into practice one unbreakable rule: Treat every customer with honesty and respect. At Chrysler, we're not just a whole new family of vehicles, but an entirely new corporate culture dedicated to satisfying your every automotive desire.

CUSTOMER ONE CARE Every Jeep vehicle is covered by the 3/36 Customer One Care Plan,* which includes:

- A 3-year or 36,000-mile (whichever comes first) **Bumper-to-Bumper Limited Warranty** which covers the complete vehicle against defects in factory-supplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings, brake rotors and drums and normal maintenance items.) The 3/36 Customer One Care Plan stays with the vehicle, and transfers automatically to subsequent owners at no cost during the warranty period.
- **Roadside Assistance for 3 years or 36,000 miles** which provides 24-hour, 7-day-a-week Emergency Service, contacted by a 24-hour nationwide toll-free number. Roadside Assistance covers items not included in the 3/36 warranty: lockout, jump start, out-of-gas, change flat tire with your good spare and towing†.
- **The 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty** which covers the cost of all parts and labor needed to repair exterior sheet-metal panels perforated by corrosion.

*See your dealer for additional details and a copy of this limited warranty.

†Tires are covered by their own manufacturers' warranty.

‡Roadside Assistance services are provided by Cross-Country Motor Club, Inc. (In California, Cross-Country Motor Club of California, Inc.)

SERVICE CONTRACTS Additional peace-of-mind protection for Jeep vehicle owners is available through optional Chrysler Service Contracts... the only one backed by Chrysler Corporation. These service plans are available in a variety of time and mileage combinations to meet your driving needs. Ask your dealer for more information or call 1-800-442-2666.

CHRYSLER FINANCIAL PURCHASE AND LEASING PLANS

Chrysler Financial offers a broad range of innovative automotive financing plans and flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and make your new vehicle even more affordable.

CONSUMER PURCHASE PLANS Chrysler Financial offers conventional financing at competitive rates and flexible terms, to assist in purchasing a new vehicle. Our national zone office organization and state-of-the-art computer network provide fast credit approvals to get you on-the road.

COMMERCIAL FINANCE PROGRAM

Chrysler Financial's new Commercial Finance Program offers several finance and lease options to small and midsize businesses, municipalities and small fleet operators. "Line of Credit" financing is also available under this Program. Please see your dealer for details.

THE GOLD KEY LEASE Because you pay for the portion of the vehicle you'll use, a Gold Key Lease will help you drive the vehicle you've always wanted.

- **Lower Monthly Payments** Gold Key Lease payments are typically lower than conventional finance payments.
- **Shorter Term** With a Gold Key Lease, you can drive a new vehicle as often as the terms of your lease.
- **Flexibility** Gold Key Lease terms and payments can be tailored to fit your driving habits and lifestyle.
- **Three Great Options** A Gold Key Lease offers you three great options at lease end: 1) Turn the vehicle in and lease a new one. 2) Buy the vehicle and keep it. 3) Buy it, then sell it for a possible profit, and lease a new vehicle.



GOLD KEY PLUS For customers who enjoy the low payments of leasing and want the pride of vehicle ownership, Gold Key Plus is the answer. Simply decide how long you want to drive the vehicle, from one to three years, and its trade-in value at the end of that period is guaranteed. To calculate the amount to be financed, just subtract the guaranteed trade-in value from the purchase price, resulting in significantly lower monthly payments.

COLLEGE GRADUATE PROGRAMS

Especially attractive to those just beginning their careers, the college graduate program offers two programs.

- **The College Graduate Conventional Finance Plan** offers the option of a lower down payment, a delayed first payment, graduated monthly payments or a combination of delayed and graduated monthly payments.
- **College Graduate Gold Key Plans** work the same as the standard Gold Key Lease and Gold Key Plus, except they offer lower down payments.

Chrysler Financial's programs are subject to availability and state and local laws.

AUTOMOBILITY PROGRAM

Cash reimbursement is available for qualified adaptive driving devices. Ask your dealer to provide you with more information or call the Automobile Program Headquarters at 1-800-255-9877.

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On The Cover *Dotting the rock formations of Idaho's Salmon River*

*Valley are many images like this. Carved (petroglyphs) or painted (pictographs), these rock-art renderings often depict significant ideas, deeds and events of Native Americans. At Jeep, we appreciate these artifacts and other masterpieces of nature. That's why, as a Founding Member and Official Sponsor of **Tread Lightly!**, we urge all Jeep vehicle owners to partner with us by following Tread Lightly! guidelines — beginning with, "Use common sense and stay on existing roads and trails." To learn more, contact Tread Lightly! at 1-800-966-9900 or on the Internet at www.treadlightly.org.*

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Form no. 74-383-9837 RRP 7/97 (875M) Litho in USA



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