

# Jeep

HERITAGE



# A Military Origin

**T**he Jeep traces its rich history back to a military call for assistance. In July 1940, the U.S. military reached out to automakers for a light reconnaissance vehicle to replace the Army's motorcycle and modified Ford Model-T vehicles.

More than 100 manufacturers were invited to bid on production for the vehicle. The military's detailed list of specifications included the following:

- 600-pound load capacity
- Wheelbase less than 75 inches
- Height less than 36 inches
- Smooth-running engine from 3 to 50 miles per hour
- Rectangular-shaped body
- Four-wheel drive with two-speed transfer case
- Fold-down windshield
- Three bucket seats
- Blackout and driving lights
- Gross vehicle weight below 1,300 pounds

Competition for the contract came down to three main suitors – Willys Overland, American Bantam Car Manufacturing Company and Ford Motor Company. After all three were prompted to produce 1,500 of their respective vehicle models, the Army tabbed Willys' Quad as its primary selection.

## WILLYS' MODEL

With modifications and improvements, the Willys Quad became the MA, and later the MB. But the Army came to know it as the Jeep.



COURTESY OF JEEP

Vehicles like this, a 1941 Willys, helped the Allied forces win World War II and formed the foundation for today's Jeep vehicles.



COURTESY OF JEEP

After the war, soldiers who enjoyed their military Jeeps wanted the same fun and capability after they returned home. This 1955 Jeep M-38 shows the kind of vehicles Jeep produced following World War II.

The model was comprised of many aspects that made it unique, including a gearshift on the steering column, low side body cutouts, two circular instrument clusters on the dashboard and a hand brake on the left side.

Willys struggled to reduce the weight to the new Army specification of 2,160 pounds,

as the items removed to meet the goal were reinstalled on the next-generation MB. The changes led to a final weight of approximately 400 pounds above specifications.

## NAME GAME

Some claimed that the name "Jeep" came from the slurring

of the letters "GP," which signified the military abbreviation for "General Purpose."

Others say the vehicle was named for a popular character named "Eugene the Jeep" in the Popeye cartoon strip. Whatever its origin, the name became an integral player in the American automobile industry.

# Jeep Cherokee: A Rich History

If there is one vehicle that embodies the gradual growth of the Jeep brand, it's the Cherokee.



COURTESY OF JEEP

The Cherokee set a new direction for the Jeep brand and helped usher in the SUV era.

It debuted in 1974 as an offshoot to the Jeep Wagoneer SJ platform but didn't hit its full potential until a complete redesign in the mid-1980s. The overhaul is symbolic of Jeep's ability to meet market demand without compromising quality, service or tradition.

## GRADUAL EXPANSION

The original Cherokee was marketed and sold as the

sporty two-door make of the popular Jeep Wagoneer model. It remained a two-door option for about three years until a four-door version was introduced to great success.

Jeep produced 197,338 SJ platform Cherokee models between 1974 and 1983, according to the Chrysler Group. The change in door features, however, was just the beginning in the transformation of the Cherokee.

## REVOLUTIONARY VEHICLE

In 1984, American Motors Corporation spent \$250 million to redesign the model as a smaller, more advanced SUV based on the all-new Jeep XJ platform. The 1984 Jeep Cherokee was hailed a revolution by many inside the industry because of its overall design changes.

Now 21 inches shorter, six inches narrower, four inches lower and 1,000 pounds



COURTESY OF JEEP

Today, Jeep carries on the Cherokee name with a new model designed to offer refinement and efficiency along with off-road capability.

lighter than the full-size Wagoneer, the new Cherokee was built on a unibody platform instead of a traditional chassis-and-frame. The Cherokee was available as both two- and four-door models until 1988.

## MORE XJ FEATURES

The XJ also impressed due to its flexibility in four-by-four systems. It offered two versions – the Command-Trac part-time and Selec-Trac full-time four-by-four. The model has earned perpetual

popularity thanks to its off-road capability and wide availability of aftermarket modifications.

The redesigned Jeep Cherokee was a hit, boasting more than 100,000 units sold worldwide every year from 1986 through 2001. Its biggest sales year was in 1999 with more than 200,000 units sold across the globe. In 2002, the Cherokee was replaced by the Jeep Liberty in North America.

Today, a new Jeep wears the Cherokee name, bringing this historic model back for a new generation of off-road enthusiasts.

# Henry J. Kaiser: Jeep Visionary

**K**nown most notably as an industrialist and founder of the Kaiser Permanente integrated managed care consortium, Henry J. Kaiser also made an indelible impact on the Jeep brand.

He bought the Toledo-based Willys Overland in 1953 for \$70 million, according to Kaiser Permanente Heritage Resources. Kaiser quickly developed and deployed an all-out marketing blitz in an attempt to capitalize on the public's interest in all things Jeep.

He also devoted much of his budget into new research and development efforts aimed at uncovering new opportunities for growth. His efforts would lead to widespread changes to the Jeep's body contours, seating comfort and engine.

## QUICK RESULTS

Kaiser's efforts catalyzed a rapid growth in sales that topped \$160 million within two years. For Kaiser, whose past ventures into automobile manufacturing didn't turn out quite as well, this was a major success that would impact the Jeep brand for decades to come.

## A STEADY PROGRESSION

As Kaiser became more comfortable in leading the launch of new models, Jeep built sports and compact cars, station wagons and the



Henry J. Kaiser is a key figure in the history of the Jeep, purchasing the company in 1953. His investments and insights helped to grow the Jeep into a worldwide success. COURTESY OF HERITAGE RESOURCES, KAISER FOUNDATION HEALTH PLAN

Wagoneer by 1966. The Wagoneer was considered by many enthusiasts as America's first SUV.

All of this new development led to the gradual expansion of Jeep. In fact, the company spread to 32 other countries by the time Kaiser died in 1967.

## THE POST-KAISER ERA

Five years after Kaiser died, Kaiser Jeep Corp., was sold to American Motors. Renault Company of France bought American Motors a few years later before Chrysler

Corporation bought American Motors from Renault in 1987 for the sole purpose of getting the rights to manufacture the Jeep.

The company's new leader, Lee Iacocca, took a similar approach to Kaiser in finding new ways to market

and sell the Jeep to a nation of enthusiasts. Jeep has since grown in global reach, revenue and brand power, and can trace much of its success back to Henry Kaiser's impressive industry vision.

# The Jeep Gladiator: A Comeback Story

For Jeep fanatics who remember the Gladiator, this is a comeback for the ages. The Gladiator pickups were introduced in 1962 and marked the first new non-military design from the company since the all-steel station wagon and sporty two-wheel-drive Jeepster.

The design capitalized on a bustling market demand with agricultural and military buyers before eventually making its way into the commercial mainstream.

Consumers scooped up the Jeep to help appease their adventurous sides. Everyone from the weekend warrior to the dedicated fisherman benefited from the Gladiator's

versatility, power and overall comfort.

## VERSATILE PACKAGE

A new rendition of the Jeep Gladiator, unveiled as a concept in 2005, fits along the same vein as its predecessor. Jeep defined it as a lifestyle

pickup with all the capability of the famed Wrangler. It was an authentic statement of Jeep brand heritage, featuring the unmistakable box side-mounted spare of past models.

Tabbed as the first flexible utility truck from Jeep, this stunning adaption featured an open-air canvas top, an expandable truck bed and a

stowaway rear seat cushion. The bed could stretch from five-foot-eight to more than eight feet in seconds.

The 2005 concept vehicle was warmly received by Jeep enthusiasts, who hoped the concept could someday result in a production pickup.

Gladiator trucks were available in both rear-wheel drive and four-wheel drive, as with chassis-mounted campers with extended wheelbases.

## SPECIFICATIONS

Here are some of the Gladiator concept's specifications:  
**Vehicle Weight:** 4,150 pounds  
**Length:** 205 inches  
**Wheelbase:** 138.4 inches  
**Front Overhang:** 28.3 inches  
**Rear Overhang:** 38.3 inches  
**Max Width:** 76.6 inches  
**Height:** 74.8 inches  
**Bed Length:** 5 feet, eight inches

## GLADIATOR HISTORY

The original Gladiator was based on the large Jeep Wagoneer platform that was wildly popular from 1962 to 1988. It was the basis of the first post-war U.S. Army trucks designed to be civilian vehicles.



COURTESY OF JEEP

The Jeep Gladiator, shown here as a 1968 model, was an iconic off-road pickup truck.



COURTESY OF JEEP

Jeep paid tribute to the Gladiator with this concept vehicle in 2005. It offered a versatile cargo hold with impressive off-road ability, signaling the possibility of similar vehicles to join the Jeep lineup someday.

# Like Jeep History? Get the App

If your idea of a perfect mobile application is one featuring insider Jeep information and interactive videos, then you're in luck.



the official Jeep blog is a must read for fans of the vehicle. The app offers an easy-to-find link to the blog, allowing you a simple way to stay updated on expert content.

## CUSTOMER SERVICE

Also integrated within the app are a dealer locator and a customer assistance tool, which includes a link to customer care, roadside assistance and information on service contracts.

These features are a must-have for Jeep owners seeking more information on various aspects of service. You can also learn about official Jeep parts and accessories through one of the main menu's options.

## INTERACTIVE EXPERIENCE

The Jeep app also features a social media aspect, allowing you to select and share your favorite Jeep vehicle images with your connections across Facebook, Twitter and YouTube.

Now you can play your part in keeping your friends and families updated with new Jeep concept models, as well as interesting tidbits from Jeep's history.

The official Jeep app – available in major online stores such as Apple and Google Play – offers a “fingers-on” experience chock full of informative history and routine updates on all things Jeep.

Its slick interface will keep you fully engaged as you click and swipe through various

portals and sections designed to both educate and entertain Jeep enthusiasts across the world.

## HERITAGE

The Jeep Heritage section with the app affords diehards a blast to the past. Including a

timeline that starts back in 1908 with John North Willys buying the Overland Automotive Division of Standard Wheel Company in Terre Haute, Ind., the app details various highlights of the Jeep's history.

It features detailed information showing how the

Jeep got to where it is today, as well as an assortment of vintage photos sure to take you down memory lane.

## JEEP BLOG

Highlighting a balanced mix of history and the future,

COURTESY OF JEEP

# What's Next for Jeep?

**S**titch and Flattop. No, that's not the name of a new Jeep cartoon series. Fans of the brand know that those two terms symbolize the new direction their favorite automobile.



COURTESY OF JEEP

The Flattop concept shows a more muscular vision for Jeep's future, complete with V8 power under the hood and a sleek, solid roof.



COURTESY OF JEEP

The Stitch concept vehicle offers a bare-bones, lightweight, but still fully-capable vision for where the Jeep brand could go in the future.

## THE STITCH

The Jeep Wrangler Stitch was introduced in 2013 to overwhelming acclaim. Essentially a lighter version of the Jeep Wrangler Rubicon, the Stitch concept vehicle had no air conditioning unit, doors or even a typical roof.

Instead, a lighter roll cage was added and both the floor of the vehicle and the fuel tank were made out of aluminum. The normal hood was also replaced with a lighter carbon-fiber version.

The Wrangler Stitch concept vehicle received several

Mopar upgrades to help reach its goals in weight reduction and off-road capability. The new touches included DynaTrac Pro Rock 44 axles and 35-inch tires.

Inside, the Wrangler Stitch concept vehicle featured front black leather seats, while the back seats had been removed. A yellow instrument panel was the finishing touch on a head-turning concept.

## THE FLATTOP

Also unveiled in 2013, the Jeep Wrangler Flattop

concept made its debut to international excitement. The model has a 3.6-liter V-8 engine and stock suspension with a fully overhauled interior and exterior design, accentuated mostly by the new roofline concept.

The roof was brought down two inches and fitted with a single piece hardtop.

The concept hood helps emphasize the new roofline with design inspired by the Jeep Wrangler Rubicon 10th Anniversary Edition. The other major standout on this vehicle is the 37-inch offroad-ready tires.

The flattop model also received a few Mopar parts,

including an exhaust system and cold air intake.

Inside, the vehicle featured black leather seats with the same copper-colored accents that were featured around the grille. This gave the Jeep Wrangler Flattop concept a more modern design while still providing unmatched muscle on the trail.

# Jeep: An Expanded Timeline

**CHECK OUT THIS EXPANSIVE TIMELINE OF ALL THINGS JEEP, WITH DATES PROVIDED BY THE CHRYSLER GROUP.**

**Jeep CJ-2A:** 1945–49 The CJ-2A was produced in 1945 as the first civilian Jeep vehicle. It came with a tailgate, side-mounted spare tire, larger headlights and an external fuel cap.

**Jeep CJ-3A:** 1949–53 Introduced in 1948, the CJ-3A featured a one-piece windscreen and a more robust rear axle. It also kept its original L-head, four-cylinder engine.

**Jeep Pickup:** 1947–65 This pickup was Willys Overland's first attempt to diversify the Jeep brand and find some new market share.

**Jeep Wagoneer/Grand Wagoneer/Cherokee (SJ):** 1963–91 In 1962, Jeep introduced the first automatic transmission in a four-wheel-drive vehicle with its Wagoneer line.

**Jeep CJ-7:** 1976–86 The CJ-7 featured the first major change in Jeep design in 20 years. The CJ-7 had a slightly longer wheelbase than the CJ-5 to allow space for an automatic transmission.

**Jeep Cherokee (XJ):** 1984–01 Smaller and more advanced than the Cherokee SJ, this version featured the introduction of Jeep's Command-Trac four-wheel-drive system.

**Jeep Wrangler (YJ):** 1987–96 The 1983 launch of the Wrangler met the market demand for compact four-wheel-drive vehicles offering a bit of the luxuries found in passenger cars.



COURTESY OF JEEP

The Jeep Wagoneer and Grand Wagoneer helped create America's premium SUV segment, produced for a long span between 1963 and 1991.

**Jeep Grand Cherokee (ZJ/WJ):** 1993–2004 The Grand Cherokee made quite an industry splash, famously crashing through the convention center glass at the North American International Auto Show in 1992.

**Jeep Wrangler (TJ):** 1997–2006 Nearly 80 percent of the new Wrangler's parts were newly designed, including the new interior and airbag features.

**Jeep Liberty, Compass & Patriot:** 2002–present Liberty replaced the Cherokee and was the first Jeep vehicle to feature standard independent front suspension. The Compass and Patriot marked Jeep's launch into the crossover SUV segment.

**Jeep Wrangler and Wrangler Unlimited (JK):** 2007–present Featuring a one-of-a-kind, four-door open-air design, the JK Wrangler expanded the Jeep's convenience with room for five adult passengers.



# TODAY'S VEHICLES



## RENEGADE

Introduced as a new 2015 model, the Renegade is a small SUV that can still offer the adventurous lifestyle and 4x4 capability that Jeep is known for.



## WRANGLER

The iconic Jeep Wrangler — the most capable and recognized vehicle in the world — is available in several special editions to suit enthusiasts' tastes.



## CHEROKEE

The all-new Jeep Cherokee is turning heads for its modern styling and award-winning capability and safety features. It is a Top Safety Pick by the Insurance Institute of Highway Safety.



## WRANGLER UNLIMITED

If you've always wanted the incredible off-road prowess of a Jeep Wrangler but didn't want to sacrifice the convenience of four doors, the Wrangler Unlimited is for you.



**PATRIOT**

For the second consecutive year, the Jeep Patriot has the lowest 5-Year Cost to Own in the compact SUV/crossover category, according to Kelley Blue Book.



**GRAND CHEROKEE**

The Grand Cherokee – the most awarded SUV ever and the vehicle that has long defined what a premium SUV should be – is even better lately. It's available with an EcoDiesel V6 and eight-speed transmission.



**COMPASS**

With unmatched Jeep capability in all weather conditions, fuel economy of up to 30 miles per gallon and a refined design, the Jeep Compass continues to set the standard in the compact-SUV segment.



**GRAND CHEROKEE SRT**

With 470 horsepower on tap and a suspension tuned for the racetrack, the SRT version of the Grand Cherokee isn't your ordinary SUV. It's packed with extreme luxury to match its on-track thrills.