

75 YEARS. CELEBRATED ICONS. LEGENDARY CAPABILITY.

1941



WILLYS MB
Based on "Quad" prototype built by Willys-Overland Motors. First Jeep, Brand vehicle to be mass-produced and first to wear a stamped grille (which evolved into the seven-slot grille that represents the Jeep Brand today). It's been described as one of America's greatest contributions. Influenced every 4x4 that followed in its tracks.

CJ-2A
Advertised as "A Powerhouse on Wheels." First civilian Jeep, Brand model, or "CJ," was marketed as the ideal vehicle for deliveries, on farms or in construction. Built upon the MB by including a tailgate, side-mounted spare tire, an improved gearbox and other improvements.



1945

★ WORLD WAR II ENDS

M38-A1
Perhaps the most iconic military Jeep, Brand vehicle. Endured a 19-year tour of duty that spanned the globe. First "round-fender" Jeep Brand 4x4. Forerunner to the classic CJ-5.

CJ-5
Sold as the Universal until the 1970s. Quickly became a favorite of those looking for outdoor recreation. Fortified with rugged capability and durability that still defines Jeep, Brand 4x4s. Spanned 30 years and enjoyed the longest production run of any Jeep Brand vehicle. More than 600,000 vehicles sold in more than 150 countries.



1952

1955

WAGONEER
More than just a 4x4, it helped spark the SUV revolution. First SUV to offer an automatic transmission in a 4x4. Modern styling and elevated comfort captivated the public. An immediate success that was at home both on the job and carrying the family. By 1973, featured the groundbreaking Quadra-Trac™ 4x4 system — the first automatic full-time four-wheel-drive system ever made.



GLADIATOR
First four-wheel-drive truck offered in America with an automatic transmission. The name may have changed, but the Gladiator design was so popular, it lasted through 1987.



1963

★ MAN WALKS ON THE MOON

CHEROKEE
The Cherokee name was introduced to the Jeep, Brand for the first time. Featured two-door styling with bucket seats, a sport steering wheel and racing detailing designed to appeal to younger drivers. The Cherokee name has remained part of the Jeep Brand legend for 35 years.



CJ-7
First major Jeep, Brand vehicle design change in 20 years. First Jeep Brand vehicle to offer an optional molded plastic top and steel doors. Eventually replaced the CJ-5 after a 30-year production run.



★ AMERICA CELEBRATES BICENTENNIAL

GRAND WAGONEER
As Wagoneer and Cherokee evolved into more compact versions, Grand Wagoneer lived on as the upscale, luxurious SUV of the elite.



CHEROKEE XJ
A landmark in Jeep, Brand workmanship. Cherokee XJ was named "4x4 of the Year" by three magazines in 1984. Remained largely unchanged until 1997. Proved enduringly popular with 4WD enthusiasts for its capability and customizable features.



1984

★ GPS AVAILABLE TO PUBLIC

WRANGLER
The birth of a legend. Replaced the CJ-7 and answered the public's desire for a compact SUV with more creature comforts. Featured a lower center of gravity, improved handling and a more comfortable interior. Set the precedent for one of the most beloved Jeep, Brand 4x4s of all time.



★ HUBBLE TELESCOPE LAUNCHED

WRANGLER
Most thoroughly redesigned Jeep, Brand vehicle since the Quad evolved into the MB. Retro look influenced by the CJ-7, with rounded headlamps, while still featuring the seven-slot grille and fold-down windshield. Earned rave reviews as an adaptable trail vehicle.



GRAND CHEROKEE
Bar raised and mold shattered, Grand Cherokee debuted when Chrysler President Bob Lutz drove it through a plate-glass window at the Detroit Auto Show. Won *Motor Trend's* 1993 Truck of the Year® award. Offered Jeep, Brand firsts, such as Quadra-Coil™ suspension and the revised Quadra-Trac I® 4WD system. Innovative influence is still felt in today's Grand Cherokee.



1987

1992

★ U.S. FLAG BECOMES LONGEST FLYING FLAG

GRAND CHEROKEE
After more than four million sales of the first Grand Cherokee, the pinnacle of Jeep, Brand on-road refinement and off-road capability arrived. Built with a sleek new exterior, lavish interior amenities and innovative 4x4 technology. A true celebration of American craftsmanship and quality.



WRANGLER UNLIMITED
A descendant of the 1941 Willys MB. Melded distinctive four-door open-air design with classic Jeep, Brand cues like trapezoidal wheel flares and the iconic seven-slot grille. Offered advanced innovations such as the Rock-Trac® 4WD system. The legend kept climbing.



2007

2011

CHEROKEE
Sculpted and athletic with an eye-catching, aerodynamic appearance, signature LED daytime running lamps and a seven-slot grille that captures a more modern look — pushing the boundaries of legendary Jeep, Brand design. Built for those who embrace a curious and restless spirit.



2014

RENEGADE
The first-ever Jeep, Brand small SUV. Grounded in legendary Jeep, Brand 4x4 capability and created with modern styling for a new generation. The all-new Renegade captures attention with its distinctive design that includes inspiration from various military gear. Has a spirit that is truly reflective of its storied name.



2015

75TH ANNIVERSARY WRANGLER
Distinctive bronze-finish exterior accents, special interior and added capability highlight Wrangler's legendary and historic past, unmatched by any other vehicle on earth. Freedom-lovers everywhere can celebrate their Go Anywhere, Do Anything® lifestyle with this distinctive, feature-loaded icon.



2016

Jeep

