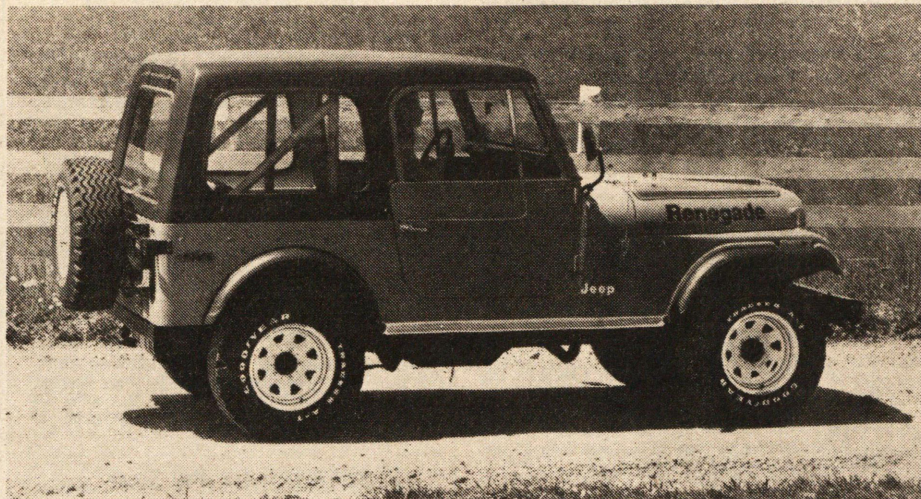


Civilization Hits The CJ: Air, Tilt Wheel For Jeeps



Civilization comes to the CJ: air conditioning, auto transmission, and tilt steering wheel are among the options available on the CJ5 and CJ7.



The Honcho package continues as an option on the Jeep J10 pickup.

DETROIT—In each of the seven model years since it acquired Jeep Corporation, American Motors has made improvements and refinements in the Jeep vehicles to strengthen and broaden their appeal. These changes continue for 1977.

In the 1977 Jeep lineup, a four-door Cherokee model is offered for the first time, and the wide-wheel-and-tire version of the Cherokee with sporty wheels and tires is now called a "model."

Other Jeep models for 1977 include the two-door Cherokee, the CJ5 and CJ7 units, the four-door Wagoneer high-line station wagon, and a trio of Jeep pickup trucks.

All Cherokees and J10 pickup trucks get a more powerful standard engine with the two-barrel 258 CID six replacing the one-barrel 258 as standard. Power front disc brakes are standard on the Cherokee and J10 models and continue standard on the Wagoneer and J20. Factory-installed airconditioning and tilt steering column are first-time options on the CJ's.

The standard GVW rating on the J20 pickup is hiked from 6500 to 6800 pounds. Optional GVW ratings move up to 7600 and 8400 pounds from 7200 and 8000 pounds, respectively, for J20's.

Standard engine for the CJ5 and CJ7 is the 232 CID six, while the two-barrel 360 CID six is standard on the J10 pickup and Cherokee models. The two-barrel 360 CID V8 continues as standard on the Wagoneer and the J20 pickup truck.

The Jeep CJ5 and CJ7 models have been strengthened for 1977 for greater durability. The frame now features full rather than partial box-section side rails, the fuel tank has been enclosed in protective material, and the rear body panels have been strengthened.

Front disc brakes, manual or power, replace drum brakes as options for all CJ's. To accommodate disc brakes and new optional wide wheels and tires, the front axle has been upgraded, including stronger wheel spindles.

The Renegade package continues as an option for both CJ5 and CJ7, with several changes for 1977. Tracker A/T tires replace H78x15 whitewalls; new 8-inch-wide, white-painted styled wheels, and new hood tape striping in gold or blue is

included. Both CJ's offer optional soft tops in black or white, and in "Levi's" blue or tan with "Levi's" interior trim only.

Jeep buyers now will have a choice of two distinctively different four-wheel-drive, four-door wagon types—the "sports-oriented" Cherokee or the luxury appointed Wagoneer. Cherokee Chief exterior trim, introduced in 1975, will continue as an option on the wide track Cherokee only.

The "S" package, available as an option on all Cherokee models, includes chrome front and rear bumpers, bright windshield and vent window moldings, forged aluminum wheels except in the wide wheel model and the customary dressup and convenience items. All Cherokees (except in California) have a standard 258 CID six with two-barrel carburetor in combination with a three-speed manual transmission and Dana 20 two-speed four-wheel drive. Engine options include the 360 CID V8 two or four-barrel and the 401 CID V8 four-barrel. Four-speed manual transmission with Dana 20 four-wheel drive is an option with the 360 V8s, and automatic transmission with Quadra-Trac full-time four-wheel drive is available with all engines. (In California, the four-barrel 360 CID V8 with manual transmission is standard. The 401 CID V8 with automatic transmission and Quadra-Trac full-time four-wheel drive and the 360 V8 with the same equipment are optional.)

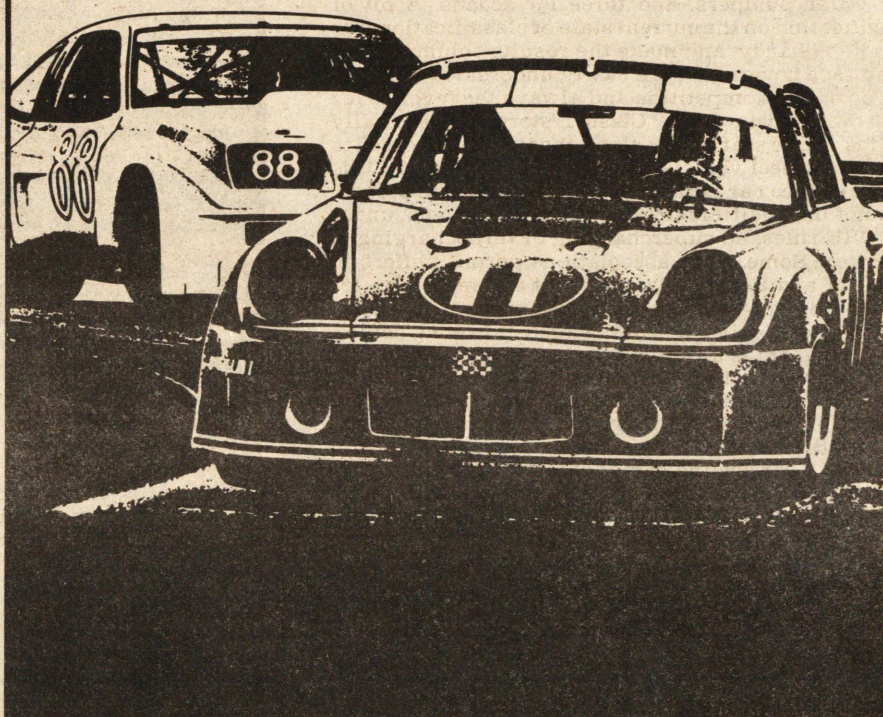
A more powerful six-cylinder engine and standard power front disc brakes are major improvements in the J10 pickup truck series for 1977.

The Honcho package, introduced early in 1976, continues as an option. It includes spoke-style 15x8-inch steel wheels. These sporty wheels also are offered on all J10 trucks. A 15x7-inch aluminum styled wheel is another J10 option.

Standard engine for the J20 series is the 360 CID V8 with two-barrel carburetor. Both the J10 and J20 have a three-speed floor-shift transmission and Dana 20 manual four-wheel-drive system as standard.

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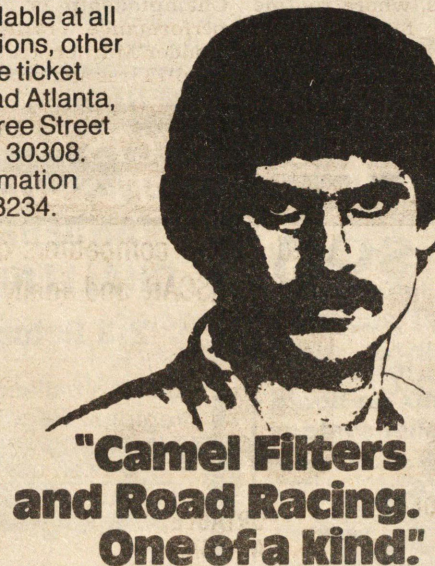
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