

Some people
have learned from
past experience!

Jeep Cherokee



BUFFALO, 1977



CHICAGO, 1978



LOS ANGELES, 1979



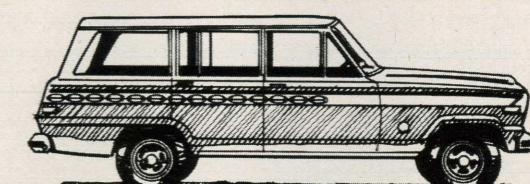
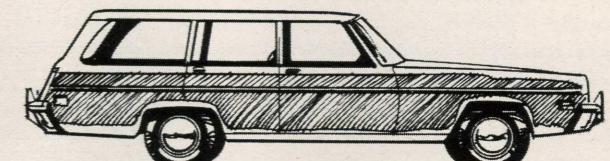
We wrote the book
on 4-wheel drive

Remember last winter when you and your conventional 2-wheel drive car were left stranded in bad weather? The delays, the discomfort, the mess! Well, you don't want to go through that again. And you won't with a Jeep Cherokee. With its famous 4-wheel drive, the Cherokee will give you unsurpassed traction and the confidence to handle most any weather situation — snow, ice and rain! But the Cherokee's not just a bad weather wagon. It's roomy, comfortable and has about the same fuel efficiency* as a conventional full-size wagon. Versatile enough to meet all your family's needs. If last winter's driving memories were less than pleasant, don't let it happen again. Face this winter confidently in a roomy, full-sized family wagon: the Jeep Cherokee.

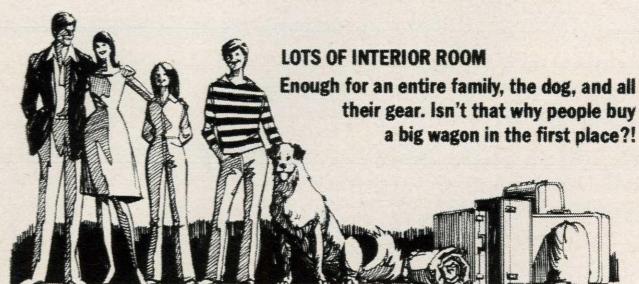
*An EPA estimated MPG of 15 and a highway estimate of 20. Remember, use these figures for comparison. Your results may differ due to driving speed, weather conditions and trip length. Actual highway mileage will be less. California figures lower. Jeep Corporation, a subsidiary of American Motors Corp.

15 EPA EST MPG 20 HWY EST MPG

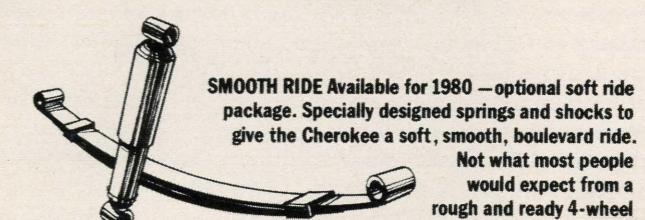
FUEL ECONOMY PLUS TRACTION
Check out these figures. You get all the advantages of 4-wheel drive traction, plus gas mileage that's about the same as full-size 2-wheel drive wagons.



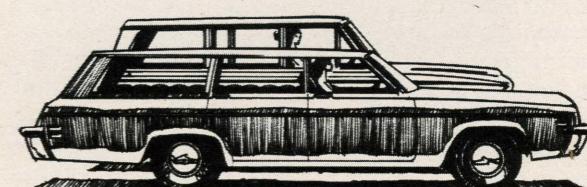
SHORTER LENGTH FOR EASIER PARKING
The Cherokee is over two feet shorter than a competitive full-size wagon.
The plus: greater maneuverability and easier parking.



LOTS OF INTERIOR ROOM
Enough for an entire family, the dog, and all their gear. Isn't that why people buy a big wagon in the first place?!



SMOOTH RIDE Available for 1980 — optional soft ride package. Specially designed springs and shocks to give the Cherokee a soft, smooth, boulevard ride. Not what most people would expect from a rough and ready 4-wheel drive vehicle.



COMMANDING VIEW OF THE ROAD
The Cherokee sits over a foot higher than an ordinary full-size wagon. That gives the driver far better visibility — a commanding view of the road ahead.