

ALL NEW ALL 'JEEP'

'Jeep' Gladiators



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The all new 'Jeep' Gladiators give you a complete line of rugged, high-capacity 4-wheel drive pick-up trucks to choose from: two series, the 120-inch-wheelbase J-200's and the 126-inch-wheelbase J-300's; four body styles, the trim Townside, the rugged Thriftside, the single rear wheel Stake Model, and the dual rear wheel Stake Model; and a family of G.V.W. ratings, 4,000, 5,600, and 6,600 lbs. in the J200 Series, 5,600, 6,600, and 7,600 lbs. in the J-300 Series, and 8,600 lbs. in both the J-200 and J-300 dual rear wheel Stake Models. For pick-up and delivery service, there's the all new 110-inch-wheelbase 'Jeep' Panel Delivery . . . smart, modern looking, in both 2 and 4-wheel drive models.

The 'Jeep' Gladiator Pick-up Trucks have a newness all their own . . . the culmination of an intensive program of development, testing and improvement. The result is a truck that gives you new ruggedness, new roadability and comfort, new work potential, wrapped up in a clean-lined body that is rugged enough to withstand the hardest abuse. It's an all-situation, all-weather truck with a tough, durable frame to protect vehicle, passengers and contents . . . with galvanized lower body sills and underbody structural members to protect against rust.

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Built on the famous 'Jeep' four-wheel drive principle, the 'Jeep' Gladiator provides traction for the toughest jobs under the most adverse conditions. To this traditionally sound "designed-in" principle have been added new dimensions to make the Gladiator the world's most advanced, most useful four-wheel drive pick-up truck. New silent transfer case, low silhouette with high ground clearance, single-lever drive selection with lights to indicate 4-wheel drive operation, and optional 4-speed transmission are a few of the Gladiator's new-design features. A highly advanced independent front suspension system is available, and the all new 'Jeep' Gladiator is the only 4-wheel drive pick-up truck that offers automatic transmission. No other 4-wheel drive truck on the market today offers this unique feature!

The mighty Tornado-OHC 6-cylinder engine provides the GO-power to move big loads and travel high-speed roads—with gas economy that's hard to match. And speaking of economy, in the new 'Jeep' Pick-Up Trucks you change oil at 6,000 mile intervals, lubricate at 30,000 miles! Test drive a 'Jeep' Gladiator . . . the world's most advanced, most useful 4-wheel drive truck!



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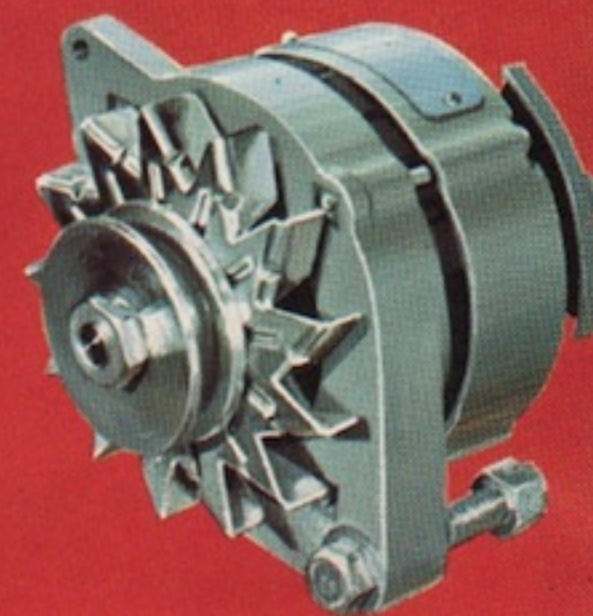
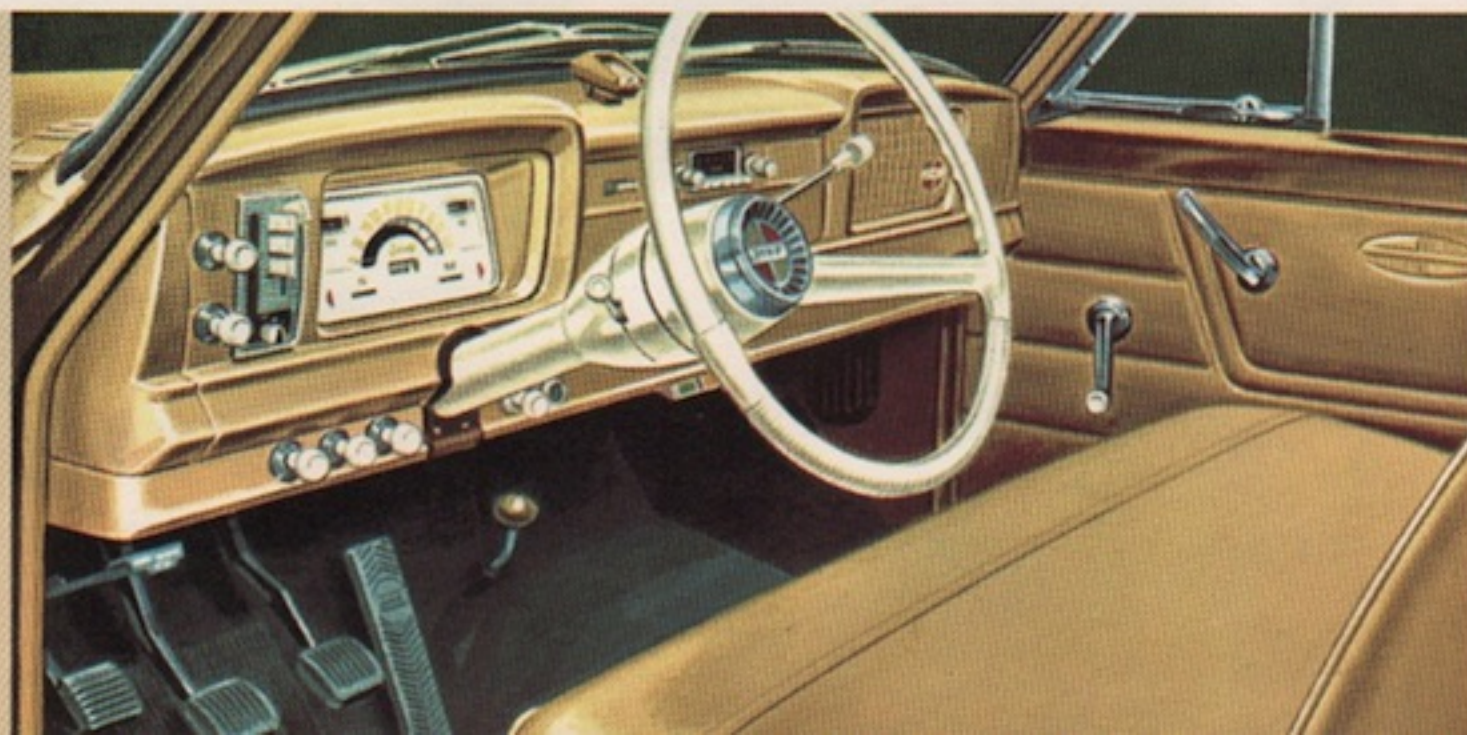
'Jeep'



J-300 TOWNSIDE
Shown above in President Red.

ALTERNATOR: Typical of the advanced design of these all new 'Jeep' trucks is the Gladiator's alternator. A major electrical system improvement, this component insures extra long-range economy and dependability. Unlike the conventional generator, the alternator supplies ample electrical current while engine is idling, even with electrical accessories in use! Makes battery last longer and helps assure faster starts in winter.

INTERIOR: One glance at the interior of your 'Jeep' Gladiator, and you've discovered the perfect combination of the fashionable and functional. Easy-to-keep-clean vinyl material covers the wide comfort-designed seats. Attractive interior finishes harmonize with exterior body colors. Suspended pedals keep floor uncluttered, the single transfer lever the only floor-mounted control. Depressed center steering wheel, positive safety door locks and fingertip controls grouped for easy access add safety and convenience to the comfortable 'Jeep' Gladiator Cab. Specially trimmed Custom Cab available.



Gladiator

TOWNSIDE MODEL

Outside . . . inside . . . it's the all new Townside, the smartest new entry on the American truck scene. With flowing contours from front to back, the Townside's bold styling sets it apart from other pick-up trucks. Handsomely finished interiors, and a choice of 10 attractive body colors perfect the Townside's classic beauty.

Economical to own and operate, the 'Jeep' Gladiators keep on going when the going gets rough. They're top-performing spartans with traction and durability to power big loads anywhere . . . built to take punishing body blows, rough handling, and daily demands of heavy work loads. And with power-take-off options, your 'Jeep' Gladiator keeps working while other pick-up trucks stand idle, finishes the jobs that other pick-ups can't!

DOOR OPENINGS: The doors of the 'Jeep' Gladiator are designed for the people who use them. Wide 82-degree door swing plus door frames without the bothersome "dog leg" make entering and leaving your new 'Jeep' Pick-up Truck more a pleasure and less an athletic endeavor. Its short ground to floor measurement eliminates "step-ladder" climb getting in and out. Gone are the climbing, sliding, knee-ducking gymnastics.



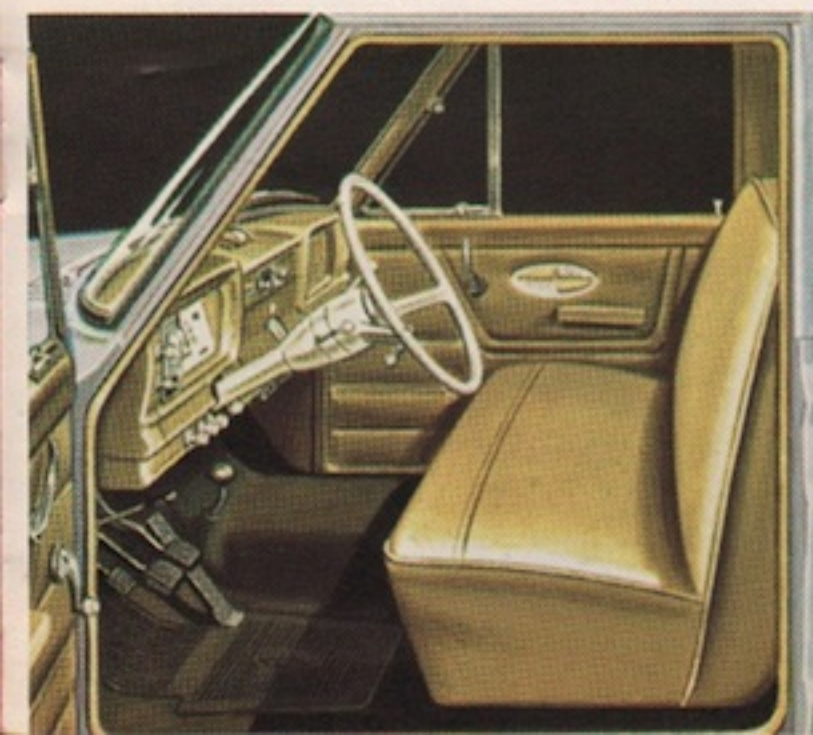
J-200 TOWNSIDE

Shown above in Sierra Blue.

CARGO AREA: The amazing 'Jeep' Gladiators tell a BIG story of cargo space and payload capacity. All models are engineered to take hefty loads, the 7,600-lb. G. V. W. J-300 taking a whopping 3,700 lbs.—nearly 100% of its curb weight. And take a look at the load space!

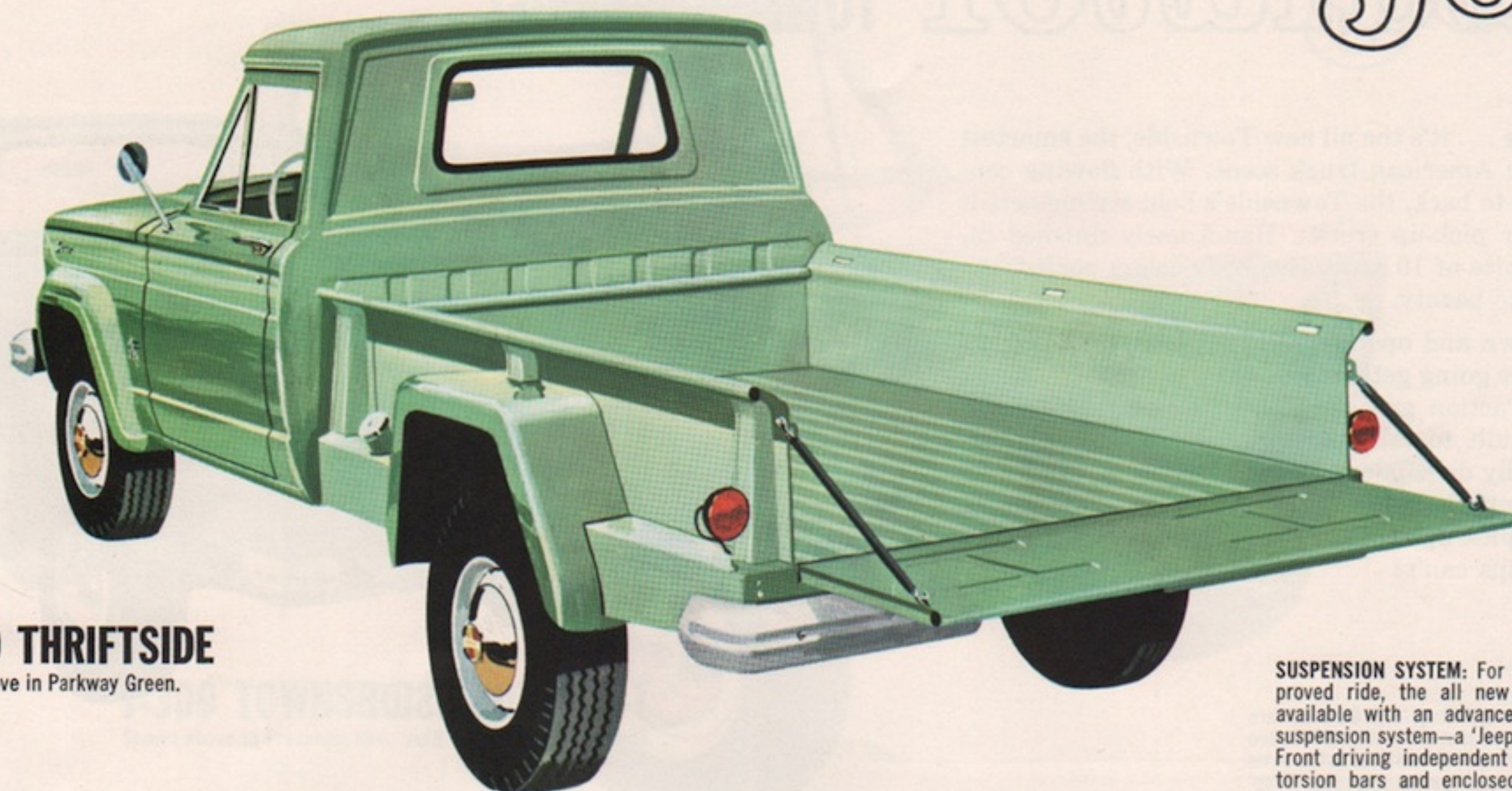
GLADIATOR TOWNSIDE PICK-UP BOX CARGO AREA

	J-200	J-300
Length at floor	84.34	96.34
Length with tailgate down	106.03	118.03
Width at floor, maximum	71.00	71.00
Width between wheelhouses	50.10	50.10
Tailgate opening	55.64	55.64
Tailgate height from top of floor	20.17	20.17
Ground to floor	27.69	27.69



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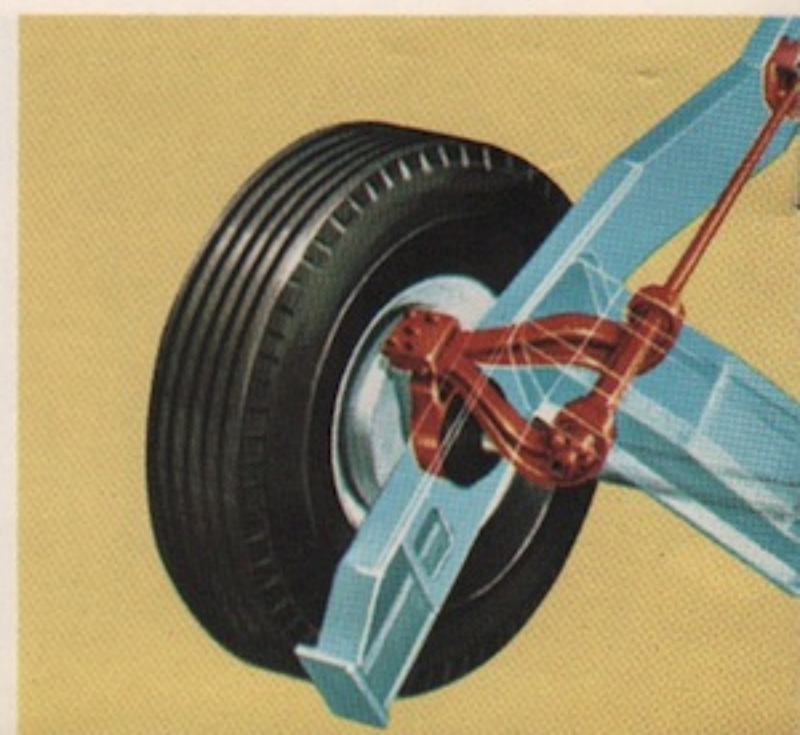
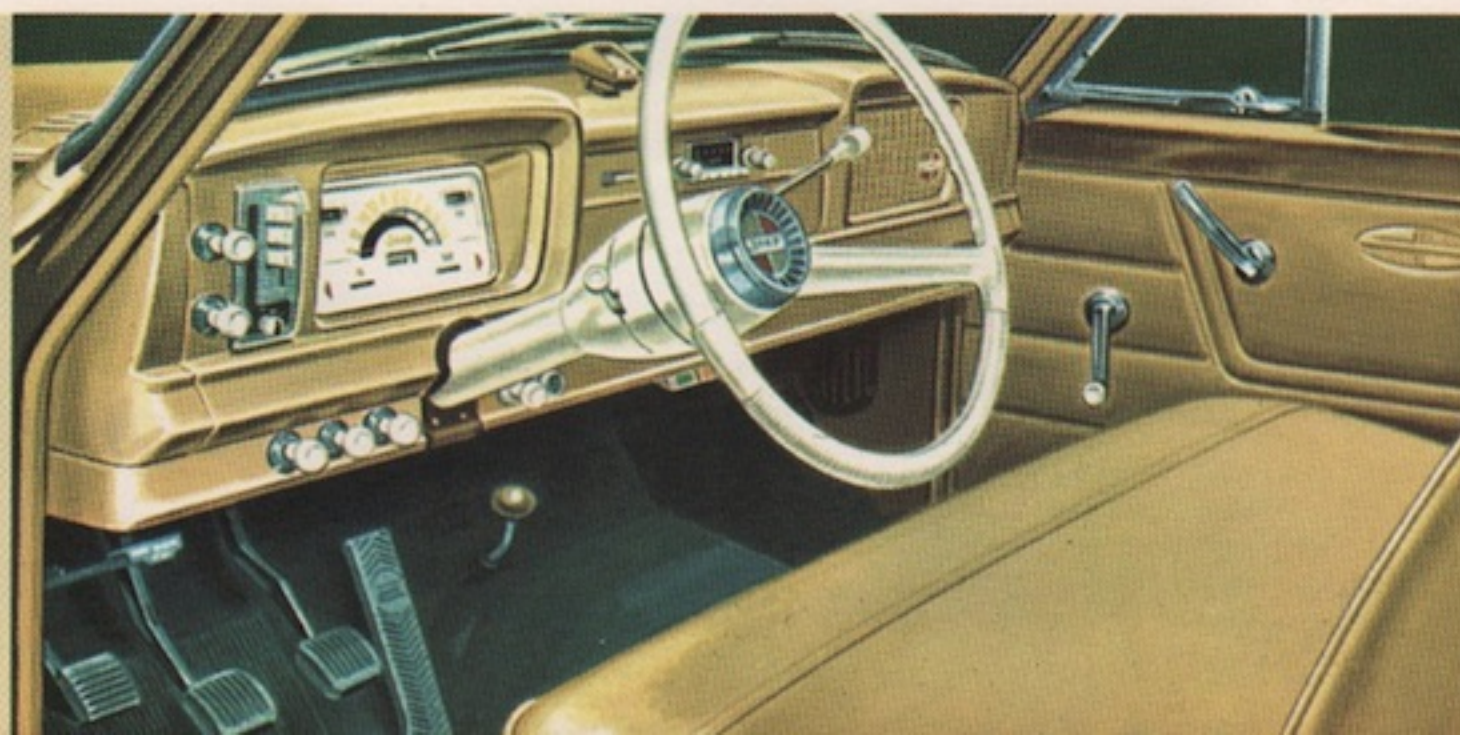


J-300 THRIFTSIDE

Shown above in Parkway Green.

SUSPENSION SYSTEM: For better handling and an improved ride, the all new 'Jeep' Pick-up Trucks are available with an advanced-design independent front suspension system—a 'Jeep' exclusive in 4-wheel drive. Front driving independent wheel axle with protected torsion bars and enclosed axle shafts provides the ultimate in extra 4-wheel drive traction and still retains the unparalleled comfort of front independent suspension. And don't bother to look for this feature on competitive 4-wheel drive trucks . . . you won't find it.

INTERIOR: Although tough as its name, the Gladiator combines functional good looks with harmonizing interiors. Easy-to-keep-clean vinyl material covers the wide comfort-designed seats. Suspended pedals keep floor uncluttered, the single transfer lever the only floor-mounted control. Depressed center steering wheel, positive safety door locks and fingertip controls grouped for easy access add safety and convenience to the comfortable 'Jeep' Gladiator Cab. Specially trimmed Custom Cab available.



Gladiator

THRIFTSIDE MODEL

As easy on the eye as it is tough on the job . . . that's the all new 'Jeep' Gladiator Thriftside model. Take the wheel of your Gladiator Thriftside and you're ready for anything. Here's a clean-lined beauty that has what it takes for the toughest jobs—thanks to its wear-saving design and styling . . . thanks to its 'Jeep' Gladiator name.

You'll look hard and still not find another pick-up truck that offers the features and advantages of the new 'Jeep' Gladiator. There's new economy—uses regular fuel . . . 6,000 mile oil change . . . 30,000 mile lube . . . easier and less frequent maintenance . . . low initial cost! Its advanced design features 4-wheel drive with a new silent transfer case and hydraulic clutch operation (or automatic transmission if you want it). Tires take chains both front and rear for added ground gripping traction, and big high-flotation 9.00 x 15 sand tires can be used.

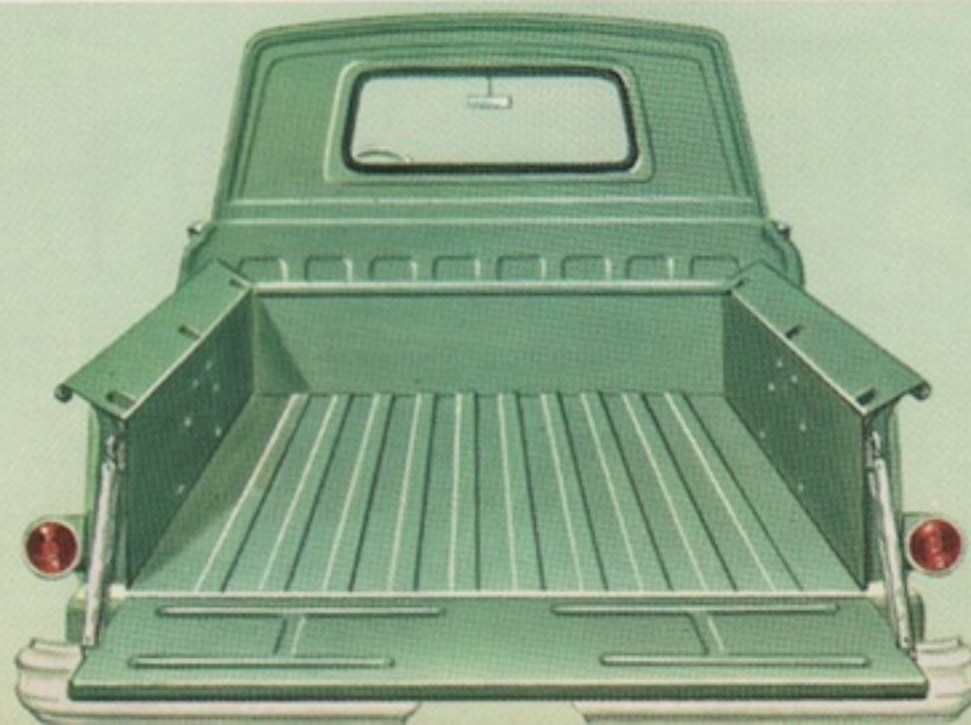
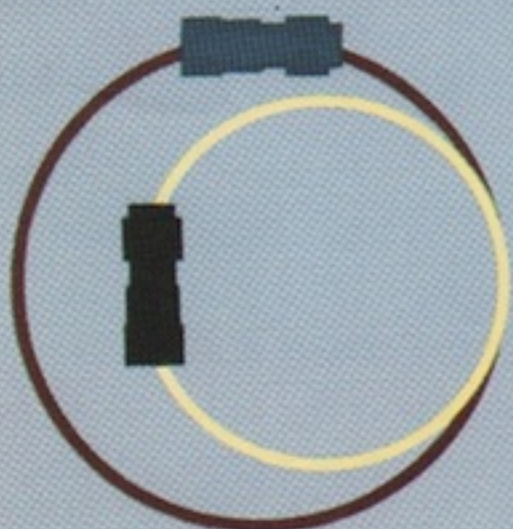
TURNING RADIUS: Ruggedness, roadability and handling ease are important considerations to every truck owner. With its compact turning radius—23 feet, 3 inches in the J-200's, 28 feet, 10 inches in the J-300's—the 'Jeep' Gladiator handles like a much lighter vehicle. This means more maneuverability, easier handling and less driver fatigue. In off-the-road situations this can mean the difference between getting there the easy way, and not getting there at all.



J-200 THRIFTSIDE

Shown above in Nordic Blue.

CARGO AREA: In the language of truckers, payload means profit. With ample floor area and high pound-for-pound capacity, the all new 'Jeep' Gladiator Trucks give you the kind of weight and space capability that you look for in a pick-up. And once it's loaded, your 'Jeep' Gladiator has the traction and power to move the load efficiently . . . economically.



GLADIATOR THRIFTSIDE PICK-UP BOX CARGO AREA

	J-200	J-300
Length at floor	84.34	96.34
Length with tailgate down	99.41	111.41
Width at floor, maximum	48.50	48.50
Tailgate opening	48.50	48.50
Width between wheelhouses	48.50	48.50
Tailgate height from top of floor	13.69	13.69
Ground to floor	27.69	27.69

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'Jeep' Gladiator STAKE MODELS



J-300 DUAL REAR WHEEL STAKE MODEL

Shown above in President Red.



J-200 SINGLE REAR WHEEL STAKE MODEL

Shown above in Sierra Blue.

All truck and plenty of it! That's what you get with either of the 'Jeep' Gladiator Stake Models. With single rear wheels your new 'Jeep' Stake Model is the truck for bulky cumbersome loads of almost any kind. The dual rear wheel model gives you even more loadspace and extra gripping traction for greater uphill and downhill safety and confidence.

For agriculture, construction, public service and literally hundreds of other uses, the 'Jeep' Gladiator Stake Models are matchless performers. They're good-looking too! With the traction, power, and advanced features of all 'Jeep' Gladiators, these new Stake Models are built to take the toughest jobs in stride. For the heaviest assignments, the Dual Rear Wheel Models are available in G.V.W.'s up to 8,600 lbs.

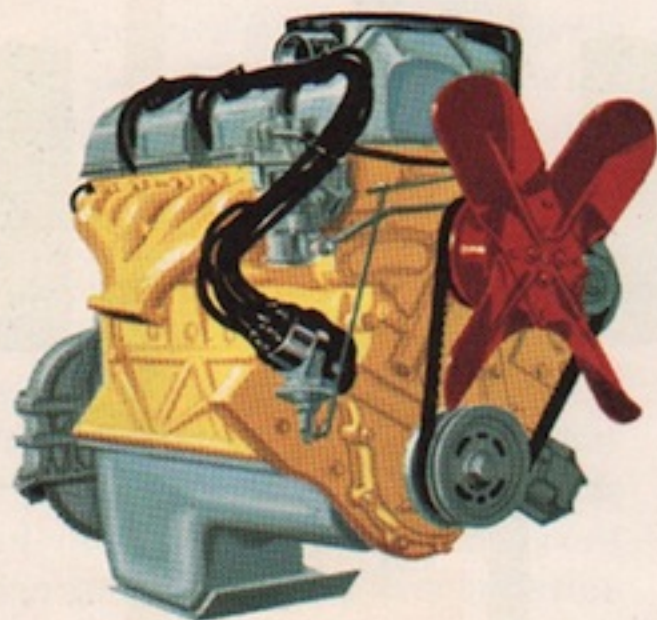
CARGO AREA: It's hard to beat the loadspace and pound for pound capacity you get in any of the new 'Jeep' Gladiator Pick-up Trucks. And they've all got the mighty TORNADO engine to power big loads anywhere. Take a look at the cargo area you have in the all new 'Jeep' Stake Models.



STAKE MODEL BED DIMENSIONS

	J-200		J-300	
	SINGLE	DUAL	SINGLE	DUAL
Floor length, outside edge	90.07	90.13	101.32	101.38
Floor width, outside edge	76.82	91.98	78.82	91.98
Side height, side to rail top	30.38	30.38	30.38	30.38
Ground to floor	39.39	42.33	39.39	42.33

ENGINE



'JEEP' TORNADO-OHC ENGINE. The biggest automotive engineering news of 1962 was the announcement of the 'Jeep' TORNADO-OHC engine . . . biggest 6 of 62. With its exclusive overhead cam design, "Tufftrided" crankshaft, spheroidal combustion chambers, ventilated crankcase and extra large valves, the TORNADO-OHC has yet to be matched by any competitive automotive manufacturer. It's the powerful good friend of every 'Jeep' Gladiator owner.

ENGINE DETAILS. The TORNADO-OHC 6-cylinder engine produces 210 lbs. ft. of torque @ 1,750 R. P. M., 140 H. P. @ 4,000 R. P. M., with 230 cu. in. displacement and 8.5:1 compression ratio.

OVERHEAD CAM DESIGN. The only American made automotive engine with overhead cam design, the TORNADO-OHC has fewer moving parts, therefore requires less maintenance and has less chance of mechanical failure than conventional design engines. Horsepower is properly applied so that the TORNADO delivers peak performance (higher torque at lower R. P. M.), to give you longer engine life and lower maintenance costs. Designed for economy, the TORNADO-OHC has a low fuel consumption rate while using regular gas.

MAINTENANCE FEATURES

6,000-MILE OIL CHANGE. The TORNADO engine provides the kind of economy and convenience that people associate with the 'Jeep' name. With the TORNADO under the hood of your all new 'Jeep' Gladiator, oil changes occur at 6,000-mile intervals for a sizeable savings in time and money.

30,000-MILE LUBRICATION. Advanced engineering permits the 'Jeep' Gladiator owner the luxury of avoiding trips to the grease rack for a remarkable 30,000 miles. For the average owner, that's nearly three years of driving.

OPTIONAL EQUIPMENT

Alternator 40-60 Amp. (35 Amp. Standard)

Automatic Transmission

Independent Front Suspension

Power Brakes

Power Steering

Drive Line Brake

Powr-Lok. Differential (Rear axle.)

Oil Bath Air Cleaner—One Pint

Locking Gas Cap

Front-mounted Winch

Magnetic Drain Plug

Power Take-Off

Governor

Kilo Speedometer

Dual Speed Electric Windshield Wipers and Washer

Fresh Air Heater and Defroster

Radio—Push Button

Parking Brake Light Indicator

Transfer Case Indicator Lights (4)

Outside Rear View Mirror

Padded Dash Panel

Seat Belts

E-Z-Eye Windshield Glass

Glove Box Light

Extra-Large Rear Cab Window

Four Speed Transmission (J-200 and J-300 Series)

DELUXE INTERIOR and EXTERIOR TRIM PACKAGE.

INTERIOR

Three-Color Door Panels

Full Headlining

Fibre Board Cowl Panel

Dual Sun Visors

Left and Right Arm Rest

Cigar Lighter

Deluxe Trim

Foam Seat Cushion

EXTERIOR

Stainless Steel Door Frame Trim

Stainless Steel Windshield Moldings

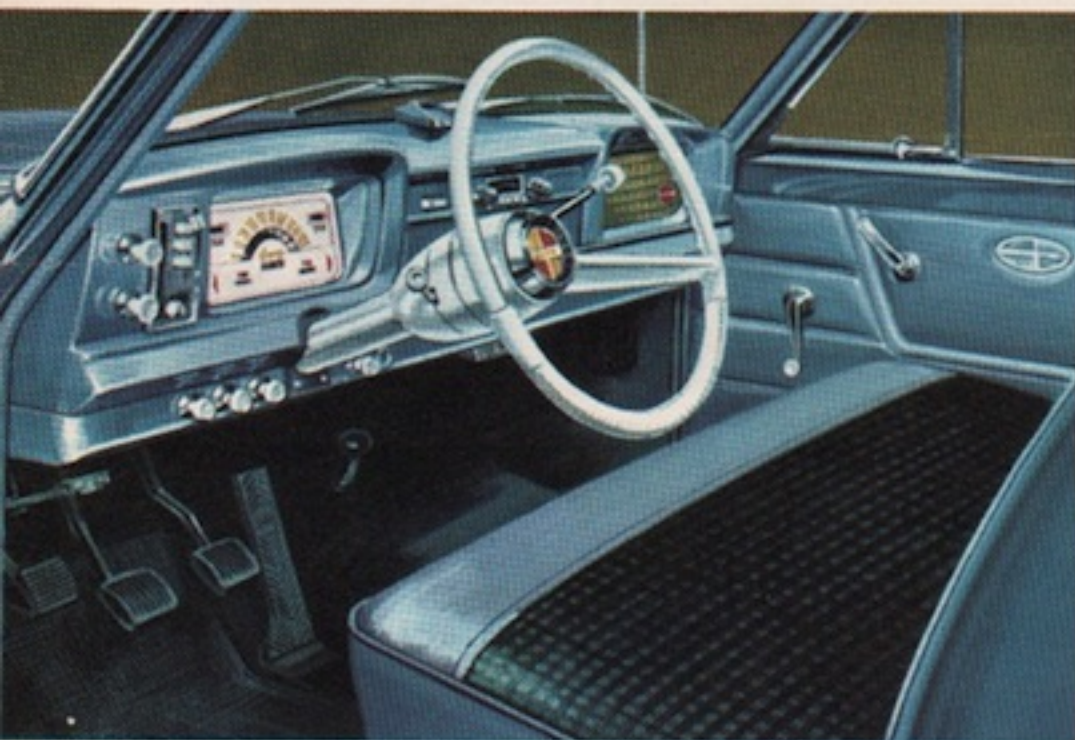
Chrome Grille

Chrome Bumpers

Stainless Steel Rear Body Molding

Chrome Vent Window Frames

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CUSTOM CABS

When you enter the cab of a 'Jeep' Gladiator you enter a new world of driver safety, comfort and convenience. Doors swing open to a wide 82 degrees for easy entrance and exit with no bothersome "dog leg" to avoid. With its short ground to floor distance, you can forget about that "step ladder" climb getting in and out. Easy-to-read instrument panel is designed for safety and convenience with finger-touch controls.

Depressed-center steering wheel, positive safety door locks, built-in safety belt fixtures, electric windshield wipers and 4-wheel drive indicator lights are all standard safety features. Suspended pedals keep the floor of your new 'Jeep' Pick-up Truck uncluttered, the handy single transfer case lever the only floor-mounted control.

In the Custom Cab (pictured above) attractive vinyl and nylon-base fabrics cover wide foam-padded seats. Interiors are finished in one of three harmonizing low-gloss paints for the reduction of glare and eye fatigue. Three-color door panels and full headlining complete the interior beauty of the 'Jeep' Gladiator Custom Cab. Make driving more enjoyable with the comfort and beauty of a roomy Custom Cab.

4-WHEEL DRIVE

It's hard to find places where your new 'Jeep' Gladiator Pick-up Truck won't travel, thanks to dependable 'Jeep' 4-wheel drive. Your destination can be just about anywhere . . . and with the Gladiator's newly designed simplicity of operation, anyone can take it there.

One simple lever located within easy reach is actuated with a flick of the wrist . . . just as easy as it can be! Gone is the cumbersome, space-consuming maze of controls formerly associated with 4-wheel drive. You are doubly assured of smoother shifting with new-design hydraulic clutch operation. And even with 4-wheel drive, the 'Jeep' Gladiator is still inches lower than comparable pick-ups similarly equipped. Mud, muck, sand or snow . . . nothing stops your 'Jeep' 4-wheel drive Gladiator Pick-up Truck.

AUTOMATIC TRANSMISSION

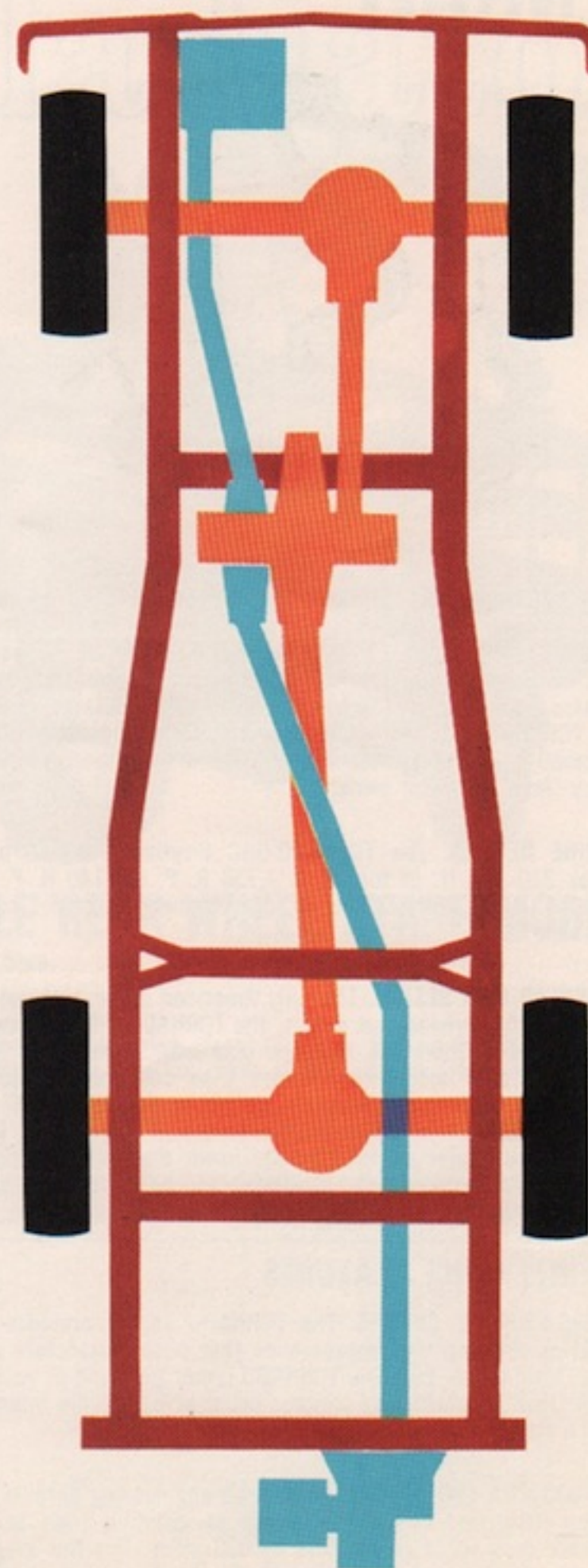
The 'Jeep' Gladiator Pick-up Trucks are the first to offer automatic transmission combined with 4-wheel drive. No more clutch to worry about. Just step on the gas and you go . . . anywhere!

And when you find yourself in a situation where 4-wheel drive is needed, an easy flick of a single lever gives you power to all four wheels. And there are lights mounted on the instrument panel to tell you when 4-wheel drive is in operation or disengaged. It's so simple to do, even the ladies will look forward to the times when they can use it. This is the new ease of operation you can't find in other pick-up trucks. There is no other 4-wheel drive pick-up truck on the market today that offers automatic transmission . . . only the 'Jeep' Gladiator!

POWER TAKE-OFF

Here is another "plus" that makes the 'Jeep' Gladiator undisputed champion of its class. Your all new 'Jeep' Gladiator not only takes you and your cargo to the job, but with power take-off it keeps on working while it's there. A variety of special equipment such as winches, generators, wreckers, and other 'Jeep' Approved Special Equipment is available for use with power take-off.

Get a 'Jeep' Gladiator Pick-up Truck and you're loaded with power and ready for anything.



'Jeep'

PANEL DELIVERY

ALL NEW ALL 'JEEP'

For roughhouse hauling or routine delivery, you can't beat the all new 2 and 4-wheel drive 'Jeep' Panel Delivery Truck . . . America's brightest, newest panel delivery. Here's a truck with smart new styling and design from the ground up. It has a lower overall height, yet its driver area is roomier, loadspace greater, and ground clearance better than most competitive vehicles.

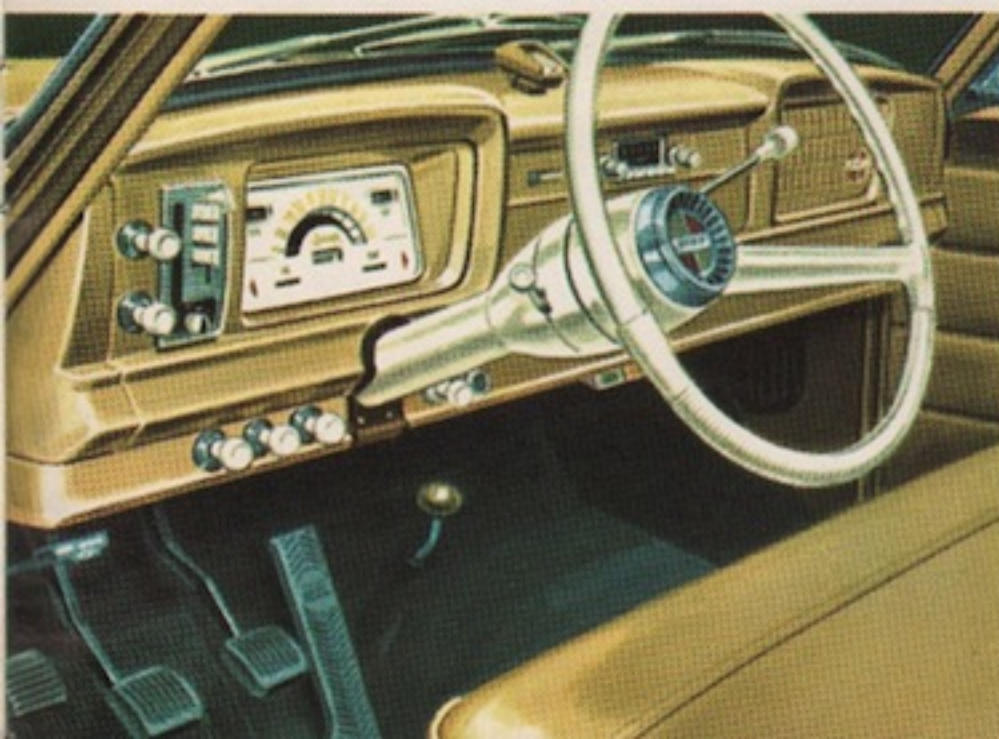
The 4-wheel drive model of the new 'Jeep' Panel Delivery has a new silent transfer case with single lever operation, and optional independent front suspension and automatic transmission—exclusive features found only on new 'Jeep' vehicles.

The mighty TORNADO engine provides big power with gas-saving economy. With 30,000-mile lubrication, 6,000 mile oil changes, low initial cost, and minimum operational expense, your new 'Jeep' Panel Delivery is a smart business investment.

INTERIOR: Easy-to-read instrument panel, standard compass (4WD model), and uncluttered floor space make the Panel Delivery safer and more convenient. Straight door posts eliminate "dog-leg." Wide 82-degree door swing takes the work out of entering and leaving.



Shown in Parade Blue



Loading the all new 'Jeep' Panel Delivery is no chore at all. Its big double rear doors swing all the way open to a high and wide 39½ in. by 55 in., the full inside height and width of the vehicle. Bed height is a short 23½ in. from the ground. There's a full 107 cu. ft. of usable cargo space—room to accommodate bulky loads of up to 1200 lbs. Yet unlike many competitors, when fully loaded, the 'Jeep' Panel Delivery still handles with ease, rides with unbelievable smoothness.

SPECIFICATIONS

(Specifications subject to change without notice)

	Panel Delivery	Gladiator J-200	J-300
G.V.W. (2WD) 4200 lbs., (4WD) 4500 lbs.		4,000 to 8,600 lbs.	
WHEELBASE	110 in.	120 in.	126 in.
OVERALL LENGTH	183.66 in.	193.36 in.	205.36 in.
OVERALL HEIGHT	64.2 in. (4WD), 64.0 in. (2WD)	71.00 in.	
OVERALL WIDTH	75.6 in.	78.90 in.	
TREAD	57 in.	63.5 front & rear	

AXLES—(Panel Delivery) Front: Driving Hypoid and Non-Driving. Rear: Hypoid. Ratios: Front and Rear: 4.09:1; Overdrive (2WD only) 4.27:1; Automatic 3.73:1. (Trucks) Front: Driving Hypoid. Rear: Hypoid. Ratios: (4,000 to 5,600-lb. G.V.W.) 4.09:1; (6,600-lb. G.V.W.) 4.27:1; (7,600-lb. G.V.W.) 4.88:1; Automatic same as basic in 5,600 & 6,600-lb. G.V.W., 4.27:1 in 7,600-lb. G.V.W.

BRAKES—Service: Hydraulic, 11 in. x 2 in. drum, total effective area 161.16 sq. in. (12 in. x 2 in. drum, 7600-lb. G.V.W.) (Power brakes optional).

CLUTCH—Hydraulic actuation single dry plate with torsional damping.

COOLING—Thermostat controlled water circulation. Radiator and fan are ample to insure cooling under the most difficult conditions.

ELECTRICAL—Battery: 50 Amp. hour, 12-volt. Alternator 35 Amp. capacity, transistorized voltage and current control to insure battery charging from idle and long trouble-free life.

ENGINE—Tornado-OHC: 6-cyl. Overhead cam. Bore and stroke 3.34 in. x 4.38 in. Displacement 230 cu. in. Maximum H.P. 140 @ 4,000 R.P.M. Torque 210 lbs. ft. @ 1,750 R.P.M. Compression ratio 8.5:1.

FRAME—Deep web, wide flange, lightweight pressed steel channel, 5 cross-members.

FUEL TANK—Capacity 20 gallons.

SHOCK ABSORBERS—Direct-acting, heavy-duty, 2-way hydraulic control.

STEERING—Efficient cam and lever, overall ratio 24:1. Power steering optional.

SUSPENSION—Front & Rear: Semi-elliptical leaf-type springs. (Optional) Front independent suspension: long torsion bar acting through top "A" frame.

TIRES—Panel Delivery: (4WD) 7.10 x 15, 4PR standard; (2WD) 6.70 x 15 4PR. Pick-ups: 4,000 lbs. G.V.W. 6.70-15, 4-ply; 5,000 lbs. G.V.W. 7.10-15, 4-ply; 5,600 lb. G.V.W. 7.60-15, 4-ply; 6,600 lb. G.V.W. 7.00-16, 6 ply; 7,600 lb. G.V.W. 7.50-16, 6 ply. Other sizes optional.

TRANSFER CASE—(4WD only) 2-Speed, Ratios: 1.00:1; 2.03:1.

TRANSMISSION—3-speed synchromesh standard. Automatic optional (torque converter type). Overdrive optional (2WD Panel Delivery only). 4-speed optional (Pick-up Trucks only).

WHEELS—5, full drop center. (Panel Delivery & 4,000 to 5,600 lb. G.V.W.) 15 x 5.5 K; 6,600 lb. G.V.W. 16 x 5 K; 7,600 G.V.W. 16 x 6 L.

Jeep
VEHICLES

BUILT BY—AND ONLY BY—

WILLYS MOTORS, INC.,
TOLEDO 1, OHIO
WILLYS-OVERLAND EXPORT CORP.,
TOLEDO 1, OHIO

WILLYS OVERSEAS S. A.
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FROM

TO

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