



'78 Jeep®



# Jeep® wrote the book on 4-wheel drive!



Jeep® Country. From the Cascade ranges of Washington to the swampy lowlands of the Florida Everglades . . . from the California desert to the sea coast of Maine. Away from traffic jams and overcrowded campgrounds. Out where the road leaves off. That's Jeep Country. And whether it's off-road in the "wilds" or closer to home in more familiar terrain, you'll find the tough, dependable family of Jeep vehicles ready to take you wherever you want to go!

There's the unique, fun-to-drive Jeep CJ . . . the legendary off-road performer that gives you exceptional go-anywhere capabilities with over 35 years of built-in 4-wheel drive experience and stamina.

Built with families—and fun—in mind, Jeep Cherokee offers multipurpose versatility plus dependable, experienced Jeep determination and guts.

There's no wonder why Jeep Wagoneer is considered the ultimate in 4-wheel drive. With its built-in Jeep toughness and reliability, Wagoneer gives you more in a multi-purpose vehicle . . . all the comfort and luxury you could ask for, plus the added capability of Quadra-Trac® full-time 4-wheel drive.

Jeep Pickups are ready, willing and able to take on your kind of on- or off-road adventure. They're built tough from the ground up with unequalled Jeep ruggedness and pioneering 4-wheel drive experience.

That's the Jeep family. Rugged, dependable performers. The only full-line of off-road vehicles that offer built-in 4-wheel drive as standard equipment.

This is the breed of 4-wheel drive vehicles you wouldn't want to be without . . . wherever you go in Jeep Country!



# 1978 Jeep® Interiors



**CJ-5 & CJ-7 LEVI'S® BUCKET SEATS  
OPTIONAL REAR SEAT**



**CHEROKEE BUCKET SEAT  
("S") PACKAGE**



**WAGONEER BUCKET SEAT  
CUSTOM CLOTH**



**PICKUP LEVI'S® BUCKET SEAT  
FOLDING SEAT BACK**

To receive a complete catalog, write to American Motors Corp., Special Events Dept., 27777 Franklin Rd., Southfield, MI 48034

LITHO IN U.S.A.

FORM NO. 5422-845-02





CHEROKEE "S" 2-DOOR





CHEROKEE "S" 4-DOOR





CHEROKEE CHIEF





CHEROKEE CHIEF





WAGONEER





WAGONEER





CJ-7 RENEGADE



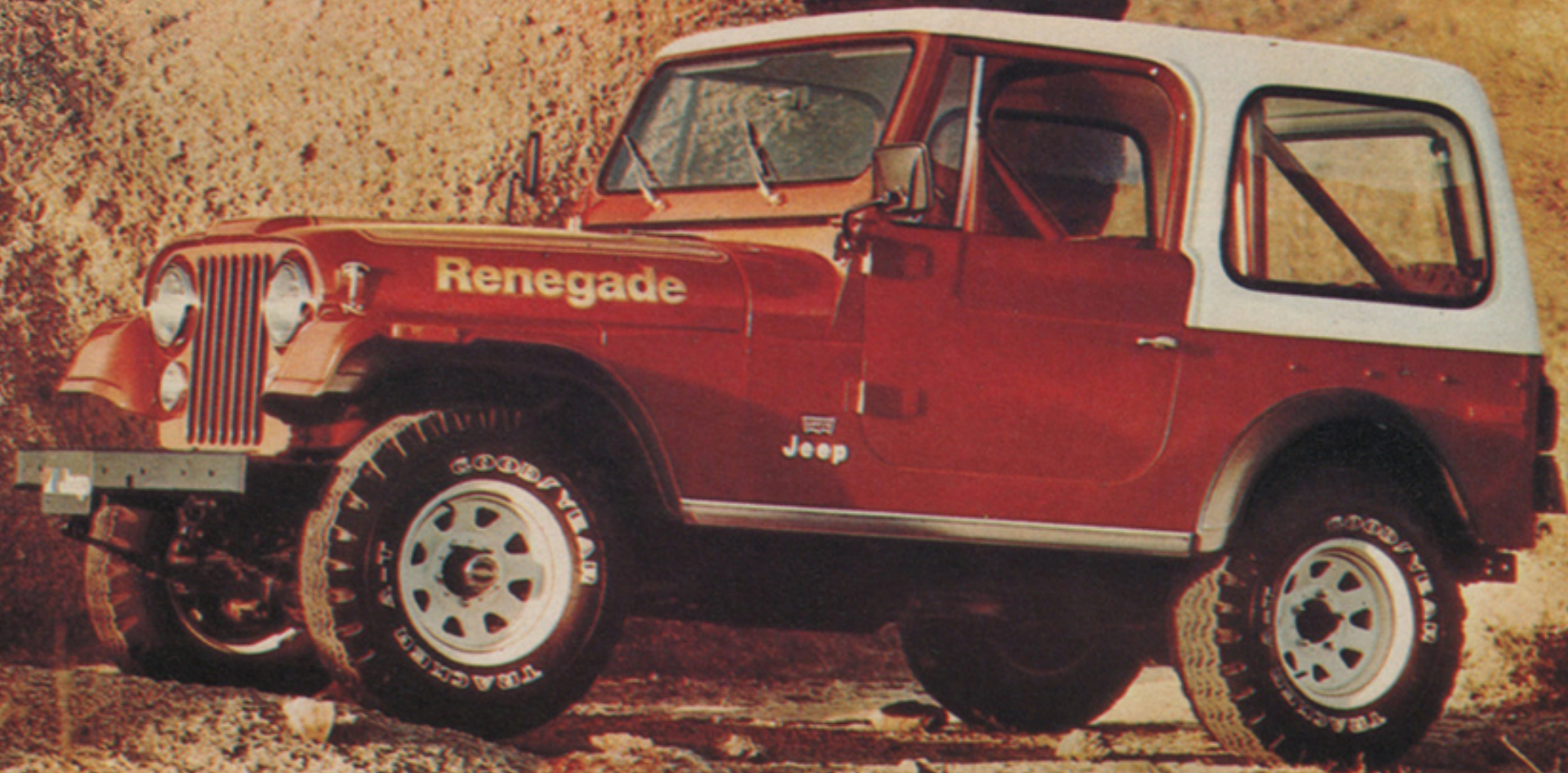
CJ-7 GOLDEN EAGLE





CJ-5





CJ-7 RENEGADE





J-10 GOLDEN EAGLE PICKUP

J-10 CUSTOM PICKUP





J-10 10-4 PICKUP





J-10 HONCHO PICKUP



# Quadra-Trac®

When the going gets especially tough, Quadra-Trac is just about all you need to get you through even the toughest of on or off-road driving conditions.

Quadra-Trac is Jeep Corporation's exclusive full-time automatic 4-wheel drive system. When equipped with

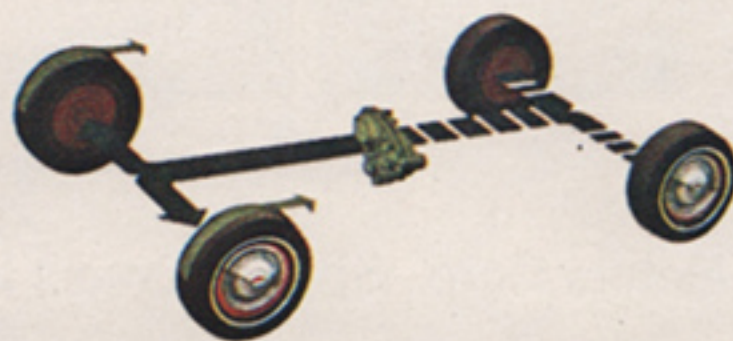
- 1** Rear wheels on slippery surface?  
Quadra-Trac automatically directs power to the front wheels to pull you off.



Quadra-Trac, your Jeep vehicle is constantly in 4-wheel drive. There are no special shifting levers, and you don't have to leave your vehicle to lock wheel hubs (something you'll appreciate when you're ankle deep in mud or snow!). Here's how it works...

When driving in bad weather or in super tough off-road conditions, Quadra-Trac automatically distributes driving force (engineers call

- 2** Front wheels stuck in mud?  
Quadra-Trac automatically directs power to the rear wheels to push you out or back you up out of the mud.



it "torque") to the axle that needs it most—front wheels, rear wheels, or both. The result is optimum traction and control in all driving situations.

Available in Hi-Range and both Hi-Range and Low-Range, Quadra-Trac comes standard on Wagoneer and can be ordered optionally on CJ-7, Cherokee and Pickup models equipped with an automatic transmission.

- 3** Driving on a slippery wet road?  
Quadra-Trac automatically distributes traction to all four wheels for greater stability.

