

1980 Jeep®



CJ-5/CJ-7 • Pickup • Cherokee • Wagoneer

Jeep[®] The Legend Continues

From its proud heritage on the battlefields of World War II to its unprecedented postwar use in taming new territory, the most incredible feature of our original multi-purpose military vehicle and our numerous Jeep vehicle descendants has been their amazing versatility and durability. On the field of duty, the rugged 1/4 Ton predecessor of the Jeep CJ carried men and supplies, mounted weapons, towed trailers and proved its versatility in countless ways. After the war, Jeep vehicles saw action of a different nature and were adapted with special equipment like plows, post hole diggers and trenchers to help build a country on the move. But all the time, that special wartime bond between driver and machine matured and whether owners used their Jeep vehicles for pure work or pure fun, the chemistry of which legends are made was cast.

Jeep vehicles have been at the forefront around the globe when new areas had to be explored — both literally and technologically. Jeep Corporation, a wholly

owned subsidiary of American Motors Corporation, is the most experienced producer of 4-wheel drive vehicles in the world today. And, in a time when energy conservation is one of our nation's most serious concerns, the 1980 Jeep vehicles have once again responded to the challenge. We take pride in the fact that we wrote the book on 4-wheel drive, and for 1980, our newest edition is full of best-sellers. CJ models, Pickup, Cherokee and Wagoneer have all been engineered to improve fuel economy and increase their famous dependability.

Throughout the Jeep line, transmissions are more efficient and lighter weight. Transfer cases are lighter and smoother operating. Free wheeling front hubs are standard on most models. Axle ratios have been improved for highway operation and off-road performance. A new, more efficient driveline design has been employed. A feisty 4-cylinder engine is standard on CJ models. And, we've even improve Quadra-Trac[®], our exclusive

full-time 4WD system, by replacing cone clutches with viscous drive for smoother, quieter, more economical operation.

In addition to engineering and performance changes, there have been other improvements and additions in the appearance and convenience area. Excitement abounds for 1980, from the ultimate Wagoneer Limited with its discriminating luxury to the dramatic new Top-Of-The-Line Laredo Package available on Cherokee, Pickup and both CJ-5 and CJ-7 models. Of course, ever-popular models, like the CJ Renegade, Honcho Pickup and Cherokee Chief are back and refined for 1980, too.

All in all, there's never been a more versatile, more efficiently engineered or better looking group of Jeep vehicles for you to choose from. But then, being the acknowledged leader in 4-wheel drive, we at Jeep Corporation have a legend to live up to.





The 1980 Jeep CJ. Unmistakable styling, legendary durability and unmatched off-road performance. What better way to get into all the excitement and action of 4-wheel drive? And this year the classic Jeep CJ's are packed with more value and economy than ever before. And built into every Jeep CJ is the kind of experience and refinement that after nearly 40 years makes the Jeep CJ the standard by which all others are judged.

For 1980, the CJ's come with a new standard 151 CID (2.5 liter) 4 cylinder engine that's Jeep tough in the tradition of its famous forebearers. Add this

tough new powerplant to our new standard lightweight fully synchronized close ratio 4-speed transmission, standard hydraulically actuated clutch, lighter, tougher chassis and standard free wheeling front hubs, and you'll be able to take on the toughest roads and save on fuel, too!

Select the CJ that best fills your requirements. Both the CJ-5 with its 83.5" wheelbase and the CJ-7 with its 93.5" wheelbase have plenty to offer! The CJ-7 has an optional automatic transmission for a smoother ride under any conditions. Both CJ's come with a full com-

Jeep[®] CJ-5/CJ-7



plement of exciting standard features like a roll bar, folding front windshield, front disc brakes and solid state electronic ignition. The CJ-5 can be outfitted with a vinyl or denim soft-top, while CJ-7 offers the same soft tops or a molded hard top. And, new for 1980 is a soft top with steel doors and roll up windows.

Want to dress up your CJ? More options are available than ever before! Bolster your CJ-5 or CJ-7 with a 258 CID 6 cylinder or 304 CID V-8 engine. Plus, a new lighter weight automatic transmission with part-time 4-wheel drive system and free wheeling front hubs is available

on the CJ-7. You can select the fabulous new Laredo on either CJ. It includes specially trimmed high back bucket seats, chrome grille and accents, unique striping, Wrangler radial tires and more. And of course, the popular Renegade and the Golden Eagle appearance/performance packages, are available, too. But no matter how you dress it up outside, underneath it all, you'll still have that rough and ready "go anywhere" Jeep CJ. And after all, you know you always wanted one!

CJ-7 LAREDO (SHOWN WITH CIBIE® DEALER INSTALLED DRIVING LIGHTS)



CJ Option Packages

- **RENEGADE** includes Courtesy Lights, 8" Day/Night Mirror, Underhood Light, (5) 15 x 8 White Styled Steel Wheels, Wheelip Extensions, Spare Wheel Lock, (5) L78 x 15 Goodyear Tracker P/G OWL Tires, Rear Seat, Instrument Panel Pad, Soft Feel Sports Steering Wheel, High Back Vinyl Front Bucket Seats, Hood and Lower Body stripes (Orange w/Gold; Blue w/Gold).

- **GOLDEN EAGLE** includes Golden Eagle Hood Decal and Bodyside Lettering, Bodyside and Front Fender Pinstriping, Striped Grille Panel, (5) 15 x 8 Styled Steel Wheels, Black Anodized Rocker Molding, Tan Hard Top or Special Tan Hard Top w/Bronze Tone Glass (CJ-7), High Back Denim Vinyl Bucket Seats, (5) L78 x 15 Goodyear Tracker A/T OWL Tires, Full Carpeting, Rear Seat, Wheelip Extensions, Spare Wheel Lock, Conversion Group, Decor Group, Tachometer and Clock.



(SHOWN WITH VINYL SOFT TOP)



CJ-5 RENEGADE (SHOWN WITH DEALER INSTALLED SUN BONNET TOP)



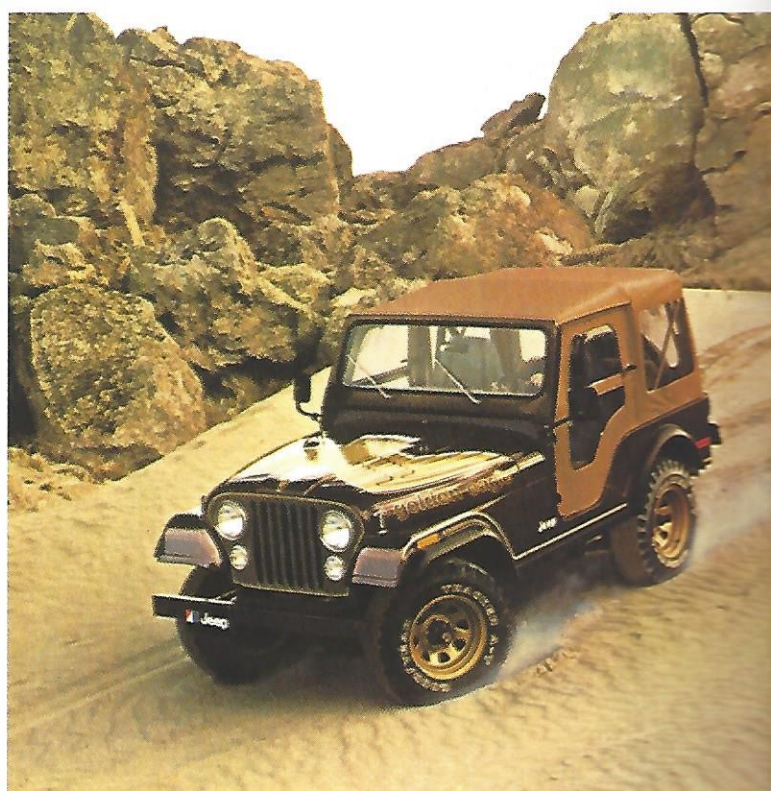
LAREDO includes (5) 15 x 8 Styled Steel Chrome Plated Wheels, Hub Cover, (5) 9R-15 Goodyear Wrangler Radial Tires, Chrome Front Bumper & Rear Bumperettes, Swing-away Spare Tire Carrier w/Chrome Latch and Stop, Chrome Mirror Heads and Arms, Black Rocker Moldings, Hood Insulation, Special Striping (Silver or Gold Tones), Hardtop with Quarter Window Tinted Glass (CJ-7 only), Indoor/Outdoor Carpeting, Special High Back Bucket Seats (Black & Silver or Beige &

Brown) with Matching Rear Seats, Leather Wrapped Steering Wheel and Passenger Assist Bar, Chrome Grill Panel with Pin Striped Instrument Panel, Covered Console w/Special Trim Pad, Special Door Trim Panels, Laredo Nameplate on Instrument Panel.

Jeep® CJ-5/CJ-7



CJ-7 AND CJ-5 RENEGADES



Jeep[®] Pickup

Presenting the Pickup truck that's anything but conventional — for the person who won't settle for the conventional — Jeep Pickup. Why? Because Jeep Pickup's designed from the ground up for a multitude of uses — on the road or off! It's rugged, durable with the versatility of part-time or the convenience of full-time four-wheel drive. The 1980 Jeep Pickup delivers the right combination of good looks, excellent performance and unsurpassed traction.

For 1980, Jeep Pickup has a new lighter weight, high efficiency drivetrain, free wheeling front hubs, front

stabilizer bar and high density blow molded fuel tank, all aimed at getting you to Jeep country and back with greater ease than ever before. Other standard features include a 258 CID 6 cylinder engine on the J-10, 260 V-8 on J-20, electronic ignition, front disc brakes and double wall box construction. And for 1980, there's a whole truckload of new options available, including power windows and electronic digital clock.

Jeep Pickup for 1980 has more configurations than ever before too. Choose from 118.7" or 130.7" wheelbases, (6200 GVW on J-10 and 6800 to 8400 GVW



J-20) and a number of appearance/performance combinations. The Custom, Honcho, all new Laredo, and pre-to-be-a-classic Sportside.

The short-wheelbase Sportside is also available in an optional highline version which includes the great Honcho graphics, special wooden cargo box rails and uniquely styled contoured roll bar.

And this year, you've got the choice of part-time 4-wheel drive with either the standard 4-speed manual transmission or automatic transmission. Or select Quadra-Trac® with automatic transmission. Last year we

demonstrated Quadra-Trac® as the best full-time 4-wheel drive system on or off the road, and this year, we've improved it! With redesigned transfer cases, viscous drive and a straight-through driveline design.

No matter how good your Jeep Pickup looks, keep in mind that it's built for tough work. And because it's a Jeep vehicle it's going to work harder and play harder than anything else on or off the road. The 1980 Jeep Pickup. The best just got better!

J-10 HONCHO (SHOWN WITH DEALER INSTALLED CIBIE® DRIVING LIGHTS)



Truck Option Packages

- CUSTOM includes Bright Finish Moldings on Door Window Frames, Body Side Scuff Molding, Chrome Plated Grille with Gray and Black Accent Paint, Custom Sport Vinyl Bench, Deluxe Door Trim Panels, Engine Turned Cluster Trim, Armrest Overlays with Brushed Insert, Hood Insulation, Passenger Assist Handle.
- HONCHO includes all of the Custom Features plus; Bodyside Tape (Blue or Orange Tones), Black and Chrome Grille, Tailgate Stripes, Floor Carpeting, Denim

Cloth and Vinyl Bench Seats, Unique Cloth Door Trim, Sport Steering Wheel, Hood Insulation, (5) 15 x 8 White Styled Wheels and 10-15 Tracker A/T OWL Tires, Rear Step Bumper.

- SPORTSIDE includes all of the Custom Features plus; Flare-Side Box with Balloon Fenders, (5) 15 x 8 White Spoke Styled Wheels, (5) 10 x 15 OWL Tracker A/T Tires, Rear Step Bumper, Black and Chrome Grille, Vinyl Bucket Seats, Floor Carpeting, Sportside Honcho includes all of the Sportside Features plus; Unique



CUSTOM/TWO TONE PAINT



J-10 HONCHO (SHOWN WITH DEALER INSTALLED TONNEAU COVER)



Pickup Box Fender Decals, Wood Box Side and Front Panel Rails, Sport Steering Wheel, Denim Buckets and Contoured Roll Bar.

- LAREDO includes all of the Custom Features plus; Special Painted Hub Covers, (5) 15 x 8 Chrome Styled Wheels, (5) 10R x 15 Wrangler Radial Tires, Black and Chrome Grille, Chrome Rear Step Bumper, Chrome Left and Right Remote Exterior Mirrors, Special Striping (Silver or Gold Tones), Full Carpeting, High Back Bucket Seats, Door Pull Straps, Leather Wrapped Steering

Wheel, Center Armrest, Instrument Panel & Glove Box Striping, Extra Quiet Insulation, Convenience Group, Light Group, Bumper Guards, Front Sway Bar, Front & Rear Nerf Strips, Visibility Group.

Jeep Pickup



J-10 HONCHO SPORTSIDE



Jeep Cherokee's a family sized wagon with big advantages — the security, performance and efficiency of part-time or the convenience of full-time four-wheel drive. Cherokee's rugged construction and ample room and comfort for six makes it the perfect transportation for people who use to associate interior room only with larger 2WD station wagons. Get behind the wheel of a Cherokee and you'll be ready for cross-country or cross-town trips regardless of weather or road conditions. Best of all, Cherokee's a Jeep vehicle. And that means reliable family transportation for years to come.

For 1980, Cherokee comes with the kind of features you'd expect from one of the best wagon values on the road. Like a 258-2V Six, close ratio fully synchronized four-speed transmission, free wheeling front hubs and front stabilizer bar — all standard!! And whether you choose the handsome two-door, practical four-door or the sporty wide wheel two-door, you'll be getting great passenger and cargo room plus excellent ground clearance and visibility. And, Cherokee features a new refined drivetrain for smoother operation.

There are plenty of ways to dress up Cherokee, too.

Jeep[®] Cherokee



Like the optional High-Style "S" trim — the perfect replacement for the conventional family station wagon. For the wide wheel 2-door, in addition to the "S", you can choose the aggressively styled Chief, the eye-catching Golden Eagle or the bold, all new Laredo with subtle striping, chrome accents, Wrangler radial tires, special bucket seats and unique interior trim. And if you want to personalize your Cherokee even more, choose from a long list of unique options like a Moon Roof, air conditioning, and power seats, power windows and power door locks. For additional power requirements,

move up to the optional 360 2V 8-cylinder engine teamed with automatic/part-time 4-wheel drive, or our exclusive full-time Quadra-Trac®, proven the best traction of any automatic 4-wheel drive in 1979.

There's no question that getting behind the wheel of a Jeep Cherokee is one of the best ways to experience the all weather, all-road condition security, sure handling and comfort of 4-wheel drive at its best. And there's never been a better time to be behind the wheel of a Cherokee than right now!

CHEROKEE "S" 4-DOOR



Cherokee Option Packages

- CHEROKEE "S" includes (4) 15 x 7 Chrome Styled Wheels (2-DR. & 4-DR. only), Bodyside and Tailgate Tape Stripe, Flipper Quarter Window (2-DR. & Wide Wheel only), "S" Medallion, Chrome Plated Grille with Gray and Black Accent Paint, (5) 10-15 Tracker A/T OWL Tires on Styled Steel Wheels (Wide Wheel), Print Strip Vinyl Bucket Seats, Driver Folding Seat Back, Engine Turned Instrument Cluster Overlay, New Hi-line Door and Rear Quarter Trim Panels, Color-Keyed Carpeting, Carpeted Wheelhouse Covers, Armrest Overlays with

Brushed Insert, 2 Rear Seat Ash Trays, Instrument Panel Medallion, Sports Steering Wheel, Folding Center Armrest, Passenger Assist Handle.

- CHEROKEE CHIEF includes all of the "S" Features plus; Unique Upper Body Two-tone Paint, lower Body Blackout with "Cherokee Chief" Name, Tailgate Stripe with "Cherokee Chief" Name, Black and Chrome Grille, Color-Keyed Carpeting.

- CHEROKEE GOLDEN EAGLE includes all of the "S" Features plus; Special Tape Stripe Package, Tubular



CHEROKEE CHIEF



Steel Grille Guard, (5) 15 x 8 Styled Wheels-Painted Gold with Black Stripe, Black and Chrome Grille, Bronze Tone Glass (Rear Quarter Windows), "S" Level Interior, Beige Denim Cloth Bucket Seats with Armrest, Carpets, Hood Insulation.
CHEROKEE LAREDO includes all of the "S" Features plus; Bright Drip Molding, Special Painted Hub Covers, (5) 15 x 8 Chrome Styled Wheels, (5) 10R15 Goodyear Wrangler Radial Tires, Black and Chrome Grille, Chrome Left and Right Remote Exterior Mirrors, Full Carpeting

Floor and Cargo Area up to the Belt, Special Bucket Seats with Folding Seat Backs (Driver & Passenger), Special Door Trim Panels, Door Pull Straps, Leather Wrapped Steering Wheel, Center Armrest, Instrument Panel and Glove Box Striping, Extra Quiet Insulation, Convenience Group, Luggage Rack, Light Group, Bumper Guards, Front Sway Bar, Nerf Strips and Visibility Group.

Jeep Cherokee



CHEROKEE "S" 4-DOOR



Jeep[®] Wagoneer

When you want to let them know you've arrived, arrive in the most incredible 4-wheel drive vehicle ever built. Jeep Wagoneer! Whether you're cruising a highway in quiet luxury or exploring backwoods trails, Jeep Wagoneer will take you there and bring you back in unprecedented comfort. Because it's the Ultimate 4-wheel drive vehicle and the only family wagon that offers the traction and security of the exclusive Quadra-Trac[®] full time 4-wheel drive as standard fare.

Like all Jeep vehicles for 1980, the prestigious Wagoneer has wholly new drivetrain components for improved performance and driveability. With a 360^{ci} 2V 8 cylinder engine coupled with a new smoother, lighter weight automatic transmission, standard power steering and a front stabilizer bar, driving the Wagoneer is better than ever. And you can select the \$580⁰⁰ and part-time 4WD with a 4-speed manual floor shift, automatic transmission and free wheeling front hubs.



And for those who appreciate the absolute finest, select the unparalleled Wagoneer Limited. This elegant replacement for the conventional family wagon has so many standard features, like power windows, power door locks, digital clock, forged aluminum wheels and rich leather accented upholstery in tan or russet that we invite you to drive one to fully appreciate it. There isn't a 4-wheel drive vehicle in the industry with a higher level of standard trim and functional com-

ponents than the Wagoneer Limited. We're sure that you'll be as proud to own a Wagoneer as we are to build them.

Only Jeep could create a vehicle that's rugged enough to tackle any kind of country and that's as luxurious and distinctive as anything on the road.

Jeep Wagoneer for 1980. The Ultimate 4-wheel drive vehicle is waiting for you now.

WAGONEER LIMITED



Wagoneer "Limited" Option Package

- WAGONEER LIMITED includes Tinted Glass, Front Sway Bar, Nerf Strips, Cruise Control, Air Conditioning, Tilt Steering Wheel, Convenience Group, Power Tailgate Window, Extra Quiet Insulation, Visibility Group AM/FM/CB or AM/FM/8-Track, Power Windows and Door Locks, Front & Rear Bumper Guards, Protective

Floor Mats, Full Bodyside and Tailgate Woodgrain Treatment, or Two-Tone Paint Version, Special Roof Rack, Bright Drip Rail Overlay, "Limited" Nameplate, 5 Special 15 x 7 Forged Aluminum Wheels, (5) P225/75R15 Goodyear American Eagle Flexten Rad WSW Tires, Special Interior Trim w/Leather and Corduroy Bucket Seats and Center Armrest, Cara V



AGONEER



Trim Panel, Fully Carpeted Passenger Compartment & Cargo Area, Leather Wrapped Steering Wheel, Instrument Panel Woodgrain Overlay, Armrest Panels with Woodgrain Insert, Woodgrained Door Panel Molding Overlays, "Limited" Nameplate on Instrument Panel.

Jeep® Wagoneer



Comfort & Convenience

- ☐ Air conditioning
- ☐ Bucket Seats w/folding center armrest
- ☐ Luggage rack
- ☐ Dual mirrors: outside, low profile rear view
- ☐ Tinted glass
- ☐ Power front disc brakes
- ☐ Power steering
- ☐ Inside spare tire mount and cover
- ☐ Soft ride suspension system: includes special front springs and front and rear shocks
- ☐ Visibility group: Dual remote control mirrors,

intermittent wipers.

- ☐ Convenience group:
 - On CJ: courtesy lights, engine compartment light, 8" day/night rear view mirror
 - On Cherokee, Wagoneer and Pickup: lights on buzzer, digital clock, engine compartment light
- ☐ Light group: cargo box light (Pickup), cargo area light (Cherokee), courtesy lights, glove box light, ash tray light, map/dome light, lighted visor vanity mirror (Std. on Wagoneer, NA on CJ)

Appearance & Sound Systems

- ☐ AM
- ☐ AM/FM
- ☐ AM/FM/Cassette Tape
- ☐ AM/FM/8 Track Tape
- ☐ AM/FM/CB Stereo Radio
- ☐ Premium Sound Group: Includes power amplifier and higher fidelity speakers
- ☐ CJ Soft tops and hardtops
- ☐ Full wheel covers
- ☐ Carpeted passenger and cargo areas
- ☐ Soft Feel Sports Steering Wheel



MOON ROOF



CJ-7 SOFT TOP, STEEL DOORS



CJ-7 HARD TOP



WRANGLER TIRE



CJ INSTRUMENT PANEL (SEVERAL OPTIONS SHOWN)



LOCKABLE STORAGE AREA



BRUSH GUARD/PICKUP, CHEROKEE, WAGONEER



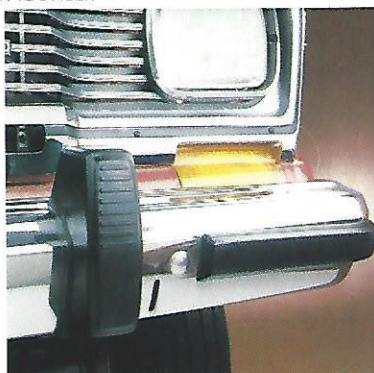
PICKUP ROLL BAR



PICKUP BOX ENCLOSURE



BUMPER SIDE STEP BUMPER



BUMPER SIDE STEP BUMPER



BUMPER SIDE STEP BUMPER



DIGITAL CLOCK/PICKUP, CHEROKEE, WAGO

Leather Wrapped Sports Steering Wheel
 Wood grain exterior trim
 Painted Steel Wheels
 Painted or chrome rear step bumper
 Two-tone paint
 Body molding
Performance, Protection & Special Purpose
 Heavy duty cooling system
 Heavy duty suspension package
 Heavy duty front and rear shocks
 Heavy duty battery
 Heavy duty alternator

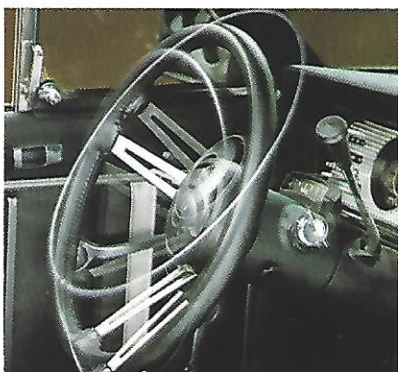
- ☐ Cold Climate Group: Heavy duty battery and alternator; engine block heater
- ☐ Snow Boss Package: (NA on Wagoneer Ltd.)
- ☐ Trailer Towing Packages

(See your dealer for complete list of optional equipment and for model application.)

Jeep® Options



POWER WINDOW/CHEROKEE, WAGONEER



TILT STEERING WHEEL/CJ, PICKUP, CHEROKEE, WAGONEER



REMOTE MIRRORS/WITH SWING AWAY FEATURE (PART OF VISIBILITY GROUP)/PICKUP, CHEROKEE, WAGONEER



POWER WINDOW DEFOGGER & POWER TAILGATE/CHEROKEE, WAGONEER



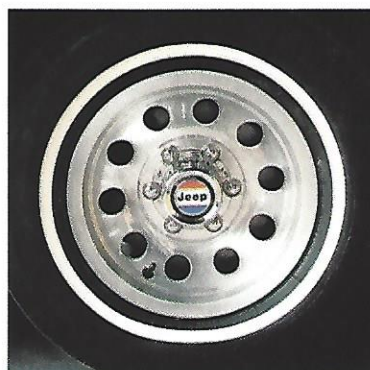
CHEROKEE INSTRUMENT PANEL (SEVERAL OPTIONS SHOWN)



ALUMINUM WHEEL/PICKUP, CHEROKEE, WAGONEER



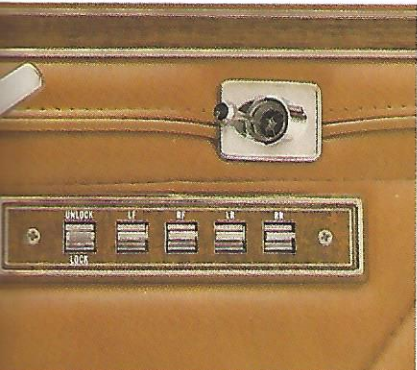
CHROME WHEEL/CJ, PICKUP, CHEROKEE



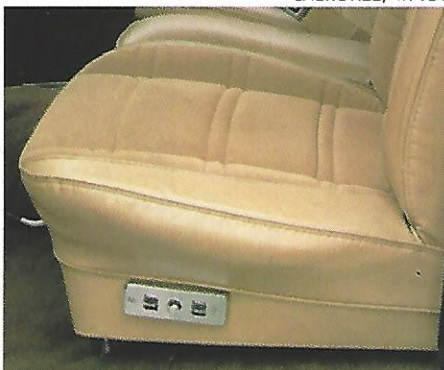
ALUMINUM WHEEL/PICKUP, CHEROKEE, WAGONEER



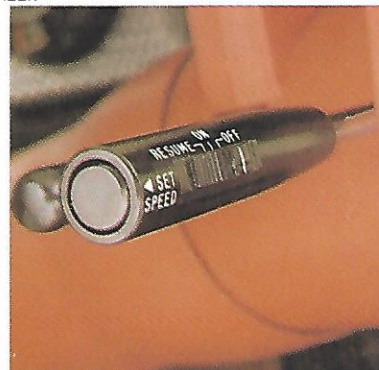
AM/FM/CB/PICKUP, CHEROKEE, WAGONEER



POWER WINDOWS & DOOR LOCKS/CHEROKEE,



6-WAY POWER SEAT/CHEROKEE, WAGONEER



CRUISE CONTROL/PICKUP, CHEROKEE,



REMOVABLE REAR SEAT/CHEROKEE,

Jeep[®] Accessories

For 1980 you can select from the vast line-up of factory-approved dealer installed accessories to personalize your JEEP vehicle for your on-and-off road driving needs.

Tires



ROLL BAR/PADDING/SADDLE BAGS



SKI CARRIER



RADIATOR SCREEN



RUNNING BOARDS



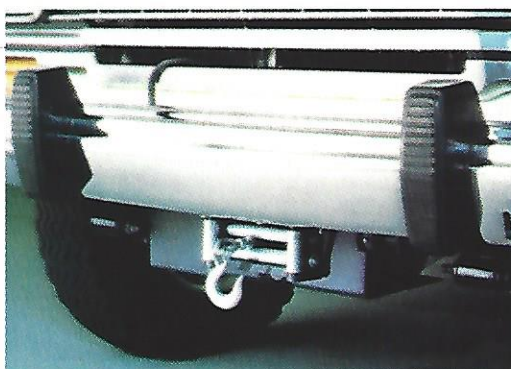
VIEWER SOFT TOP



TRUCK RAILS



SNOW PLOW



HIDDEN WINCH



Cruiser flexible polyester cord diagonal ply tire, strong, smartly styled, provide good traction.
H78 x 15—W/W
H78 x 15—B/W



Town & Country tires designed for strength, super pulling power in mud and snow.
H78 x 15—W/W
H78 x 15—B/W
L78 x 15—B/W



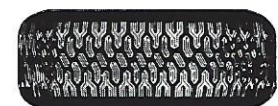
Wrangler radial tires, deep in mud, sand and snow, are smooth on the highway.
9R & 10R-15 OWL



Tempo double steel belted radials have 10 biting edges to grip the road in any weather.
P225/75R15—W/W



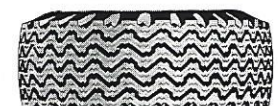
American Eagle has the strong Flexten cord belt. A new American standard for radial tire performance.
HR78 x 15—W/W



F32 All Weather radials are made of Flexten for remarkable adhesion when driving on slippery winter pavement.
HR78 x 15—W/W



Tracker PG is a rugged polyglas belted tire, smooth on the highway and off! A great 4-WD tire.
L78 x 15—OWL



Tracker A-T tires are wide, all-terrain, all-weather tire designed for durability and rugged use.
9 x 15—OWL
10 x 15—OWL



Cushion Miler tires are made with Tufsyn, the strongest wearing rubber ever used in Goodyear truck tires.
8.75 x 16.5—B/W
9.50 x 16.5—B/W



Custom Xtra Grip tires feature wide lugs for pulling power on ice and snow.
8.75 x 16.5—B/W
9.50 x 16.5—B/W

Colors & Trim



CJ LAREDO VINYL HIGHBACK BUCKET



CJ DENIM HIGHBACK BUCKET



PICKUP DENIM BUCKET



PICKUP VINYL BENCH



CHEROKEE PRINT VINYL BUCKET



CHEROKEE WESTERN WEAVE CLOTH BUCKET



CHEROKEE VINYL BUCKET



WAGONEER CORDUROY BUCKET



WAGONEER LIMITED LEATHER/CORDUROY BUCKET

Standard Vinyl Seat Trim

• CJ-5/CJ-7 — Front Bucket (Rear Seat Opt.) • Pickup — Front Bench • Cherokee 2-dr. & Wide Wheel Front Bucket & Rear Bench • Cherokee 4-dr. & Wagoneer — Front & Rear Bench ("Limited" is Front Bucket & Rear Bench)

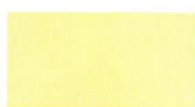
Shown above are various standard and optional seat trims. Check your dealer for appropriate model application.



SMOKE GRAY MET.
(N/A LAREDO, LIMITED,
GOLDEN EAGLE)



DARK BROWN MET.
(N/A CHIEF)



SAXON YELLOW
(N/A GOLDEN EAGLE)



NAVY BLUE
(N/A CHIEF,
GOLDEN EAGLE)



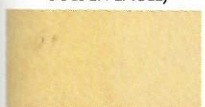
CARDINAL RED
(N/A LAREDO, LIMITED,
GOLDEN EAGLE)



OLYMPIC WHITE
(ALL MODELS)



CARAMEL
(N/A LAREDO, LIMITED)



CAMEO TAN
(ALL MODELS)



ALPACA BROWN MET.
(N/A LAREDO)



DARK GREEN MET.
(N/A LAREDO)



TEAL BLUE
(N/A LAREDO, LIMITED,
GOLDEN EAGLE)



RUSSET MET.
(N/A LAREDO)



BORDEAUX MET.
(N/A CHIEF)



BLACK (REVISED)
(N/A CHIEF)

Std. Features

Interior

- Ash Tray — Front & Rear (Wagoneer, Cherokee). Front only (CJ, Pickup).
- Armrests — Front & Rear (Wagoneer, Cherokee). Front only (Pickup).
- Cigar Lighter
- Floor Covering — Carpeted Front & Rear Floor & Wheelhouse Covers; Vinyl Cargo Area Mat (Wagoneer). Color-Keyed Vinyl Front & Rear Floor; Vinyl Cargo Area Mat (Cherokee). Color-

Keyed Vinyl (Pickup).

- Gauges — Oil; Ammeter; Temp; Fuel. (Voltmeter on CJ).
- Glove Box Lock — (Except CJ).
- Heater & Defroster
- Lap & Shoulder Belt Restraint System — (Lap Seat Belts on CJ).
- Mirror — 12" Inside Day/Night Rearview. (8" Inside Rearview on CJ).
- Padded Instrument Panel — (Except CJ).

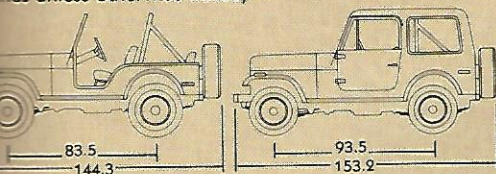
- Padded Sun Visors
- Roll Bar — (CJ only).

Exterior

- Lights — Head; Parking; Tail & Stop; Directional Signals with Lane Change Feature; Side Safety Markers & 4-Way Hazard Flashers. (No Lane Change Feature on CJ).
- Mirror — Outside Left. (Right and Left on CJ).
- Trim-Moldings — Windshield; Door & Quarter Window Frames; Rear Roof Rail; and Tailgate

Dimensions

(inches unless otherwise noted)



	CJ 5	CJ 7
Length	144.3	153.2
Wheelbase	83.5	93.5
Body Width	59.9	59.9
Overall Body Width	59.9	59.9
Height	67.6	67.6
Head (front/rear)	51.5/50.0	51.5/50.0
Overhang (front/rear)	23.5/37.3	23.5/36.2
Min. ground clearance	6.9	6.9
Tailgate opening width	35.8	34.5
Turning diameter, Curb to curb (feet)	33.5	35.9
Interior		
Head room, soft top	39.8	40.6
Hardtop (front/rear)	40.8/40.9	39.9/39.6
Cargo room, front (max.)	37.9	39.1
rear (min.)	30.5	35.0
Load room (front/rear)	55.4/36.0	53.8/36.0
Shoulder room (front/rear)	55.4/55.4	53.8/56.3
Cargo volume (cu. ft.)	10.2	13.6

Specifications

Axle, front	Full floating open end; GAWR: 2200 lbs.
rear	GAWR: 2700 lbs.
Brakes	Manual front disc/rear drum (Power assist optional)
Clutch, diameter	9.12 (4 cyl) 10.5 (6 & 8 cyl)
area	71.78 (4 cyl) 106.75 (6 & 8 cyl)
Fuel tank capacity	15 gallons (w/skid plate)
4WD system	Part-time, with lockable manual free-wheeling front hubs. Available with automatic transmission (CJ-7)
Transfer case	2-speed Part-Time with 2.62 low range gear reduction
Glass area	768 sq. in. without top
Gross vehicle weight	3750 lbs. (4150 lbs. Max.)
Springs, front	4 leaf 170 lbs./in. rate std.
rear	4 leaf 185 lbs./in. rate std. 5 leaf 185 lbs./in. rate std. (hardtop)

Steering

Recirculating ball standard with 24:1 low ratio; constant ratio power optional 17.51:1 ratio

Transmission

Fully synchronized 4-speed manual floor shift standard; column mounted automatic transmission available on CJ-7 with Six or V-8.

Tires

Five H78-15 black side wall polyester highway (unbelted) standard (See tire options, page 22)

Wheels

Five 15 x 5.5-bolt, 5.5" circle standard; optional wheels include 15 x 8 spoked steel 5-bolt on a 5.5" circle

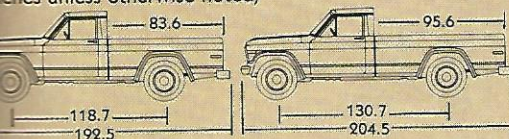
CJ Engine Availability

Engine	Carb.	Comp. Ratio	Bore & Stroke	Availability
151 CID Four	2-bbl.	8.2:1	4.00" x 3.00"	std.
258 CID Six	2-bbl.	8.0:1	3.75" x 3.90"	opt.
304 CID V-8	2-bbl.	8.4:1	3.75" x 3.44"	opt.

* Power steering required in California.

Pickup Dimensions

(inches unless otherwise noted)



	J-10 Short Wheel-base	J-10/20 Long Wheel-base	J-10 Sport-side
Length	192.5	204.5	196.9
Wheelbase	118.7	130.7	118.7
Overall Width	78.9	78.9	78.9
Height	69.3	69.1/70.7	69.1/70.7
Head, front	63.3/65.4(1)	63.3/64.6(1)	
rear	63.8/64.9(1)	63.8/64.9(1)(2)	
Overhang (front/rear)	29.9/43.9	29.9/43.9	29.9
Min. ground clearance	7.7/8.6(1)	7.7/8.6(1)	7.7/8.6(1)
Tailgate opening width	57.2	57.2	48.6
Turning diameter, Curb to curb (feet)	40.6/41.2(1)	44.5	41.2(1)
Interior			
Head room	40.2	40.2	40.2
Cargo room	41.6	41.6	41.6
Load room	60.5	60.5	60.5
Shoulder room	58.3	58.3	58.3
Cargo floor length	84.5	95.6	86.5
Cargo box volume (cu. ft.)	67	76.6	29.1

Specifications

Axle, front	Full floating open-end; GAWR: 3200 lbs. (J-10), 3500 lbs. (J-20).
rear	J-10: Semi floating, GAWR: 3200 lbs. J-20: Full floating, 6800 GVW; GAWR rating 4090 lbs.; 7600 GVW; GAWR rating 4700 lbs.; 8400 GVW; GAWR rating 5500 lbs.
Brakes	Power disc front (12" J-10; 12 1/2" J-20) Rear drum (11" x 2" J-10; 12" x 2 1/2" J-20)
Clutch, diameter	11" 111 sq. in.
Fuel tank capacity	19.7 gallons (w/skid plate)
4WD system	Part-time with manual free-wheeling front hubs. Available with automatic transmission. Quadra-Trac available.
Transfer case	2-speed Part-Time standard with 2.6 low range gear reduction
Glass Area	2883 sq. in.
Gross vehicle weight	6200 lbs. (J-10); 6800 lbs. (J-20); optional 7600 lbs. and 8400 lbs. (J-20)

Springs, front

5 leaf 215 lbs./in. rate std. (J-10)
7 leaf 260 lbs./in. rate std. (J-20)
5 leaf 165 lbs./in. rate std. 115
WB J-10;
4 leaf 245 lbs./in. rate std. 115
WB J-10;
2 leaf tapered 340 lbs./in. rate std. J-20

Steering

Recirculating ball standard 24:1 ratio; variable ratio power steering optional

Transmission

Fully synchronized 4-speed manual floor shift standard; column mounted automatic transmission optional

Tires

Five H78-15 black side wall polyester Cruiser 78 (unbelted) std. J-10; four 8.75-16.5 black side wall polyester Cushion Traction RV std. J-20 (See tire options, page 22)

Pickup Engine Availability

Engine	Carb.	Comp. Ratio	Bore & Stroke	Availability
258 CID Six	2-bbl.	8.0:1	3.75" x 3.90"	std.
360 CID V-8*	2-bbl.	8.25:1	4.08" x 3.44"	std.

* Only engine available for Pickups sold in California. Power steering required.

Wagoneer). Bright Vent Window; Windshield;
Tailgate Opening (Cherokee). Bright Vent
Window; Windshield (Pickup).

Optional

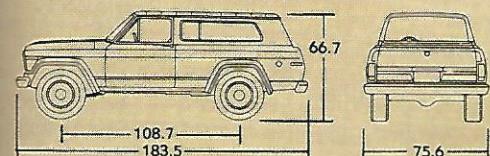
Air Cleaner — Cellulose Fiber.
Alternator — 12-Volt, 37-Amp.
Battery — 12-Volt. (55-380 Cold Crank).
Brakes, Parking — Foot Lever Actuated
w/Warning Light; Operate on Rear Wheels.
Coolant, Engine — Permanent Type w/H-

- Temp Thermostat (50-50 Mixture).
- Electronic Ignition System — (High Energy Ignition on 4-cyl. CJ).
- Emission Control System
- Exhaust System — Single.
- Free-Wheeling Front Hubs (Except Wagoneer)
- Fuel Filters — Tank & In-Line at Carburetor. (At Fuel Pump on Pickup).
- Fuel Tank Skid Plate
- Horns — Dual. (Single on CJ).

Jeep® Specifications

Cherokee Dimensions

(inches unless otherwise noted)



Exterior

Length	183.5
Wheelbase	108.7
Width (Wide-wheel)	75.6/(78.9)
Height (Wide-wheel)	66.9/(67.6)
Tread (front/rear)	59.4/57.8
(Wide-wheel)	65.4/62.3
Overhang (front/rear)	29.9/44.9
Min. ground clearance	7.7
(Wide-wheel)	8.6
Tailgate opening width	54.9
Turning diameter, Curb	
to curb (feet)	37.7
(Wide-wheel)	39.4

Interior

Head room (front/rear)	38.0/37.2
Leg room (front/rear)	41.6/37.0
Hip room (front/rear)	60.5/60.9
Shoulder room (front/rear)	58.3/58.3
Cargo volume (cu. ft.)	95.1*

* Rear seat removed.

Specifications

Axle, front	Full floating open-end; GAWR: 3200 lbs.
rear	GAWR: 3200 lbs.
Brakes	Power disc front (12" rotor); rear drum (11" x 2")
Fuel tank capacity	20.3 gallons (w/skid plate)
4WD system	Part-time with manual free-wheeling front hubs. Available with automatic transmission. Quadra-Trac optional.
Transfer case	2-speed Part-Time standard with 2.6 low range gear reduction
Glass Area	4438 sq. in. (2-dr.); 5142 sq. in. (4-dr.)
Gross vehicle weight	6200 lbs.
Springs, front	5 leaf 215 lbs./in. rate std.
rear	5 leaf 165 lbs./in. rate std.
Steering	Recirculating ball standard 24:1 ratio; variable ratio power steering standard on Wide-wheel, optional other models.

Transmission

Fully synchronized 4-speed manual floor shift standard; column mounted automatic transmission optional

Tires

Five H78-15 black side wall polyester (unbelted) Cruiser L18-15 Town and Country radial for Wide-wheel model. (See options, page 22)

Wheels

Five 15 x 6 six-bolt, 5.5" circle standard; 15 x 8 six-bolt, 5.5" circle white painted spoked steel wheels for Wide-wheel model

Cherokee Engine Availability

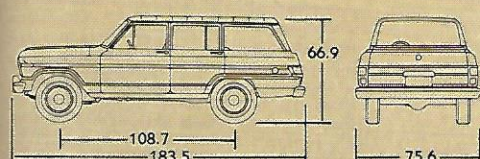
Engine	Carb.	Comp. Ratio	Bore & Stroke	Availability
258 CID Six	2-bbl.	8.0:1	3.75" x 3.90"	std.
360 CID V-8	2-bbl.	8.25:1	4.08" x 3.44"	op.

* Only engine available for Jeep Cherokees sold in California.

Power steering required.

Wagoneer Dimensions

(inches unless otherwise noted)



Exterior

Length	183.5
Wheelbase	108.7
Overall Width	75.6
Body Width	74.0
Height	66.7
Tread (front/rear)	59.4/57.8
Overhang (front/rear)	29.9/44.9
Min. ground clearance	7.7
Tailgate opening width	54.9
Turning diameter, Curb	
to curb (feet)	37.7

Interior

Head room (front/rear)	38.0/37.2
Leg room (front/rear)	41.6/37.0
Hip room (front/rear)	60.5/60.9
Shoulder room (front/rear)	58.3/58.3
Cargo volume (cu. ft.)	95.1*

* Rear seat removed.

Specifications

Axle, front	Full floating open-end; GAWR: 3200 lbs.
rear	GAWR: 3200 lbs.
Brakes	Power disc front (12" rotor); rear drum (11" x 2")
Fuel tank capacity	20.3 gallons (w/skid plate)
4WD system	Quadra-Trac full time automatic std.; Part-Time with automatic optional
Glass Area	5142.5 sq. in.
Gross vehicle weight	6200 lbs.
Springs, front	6 leaf 210 lbs./in. rate std.
rear	5 leaf 165 lbs./in. rate std.
Steering	Variable ratio, power
Transmission	Automatic
Tires	Five H78-15 black side wall polyester (unbelted) Cruiser 78; (See tire options, page 22)

Wheels

Five 15 x 6 six-bolt, 5.5" circle standard; four 15 x 7 six-bolt, 5.5" circle forged aluminum wheels std. Wagoneer Limited (optional on Wagoneer)

Wagoneer Engine Availability

Engine	Carb.	Comp. Ratio	Bore & Stroke	Availability
360 CID V-8	2-bbl.	8.25:1	4.08" x 3.44"	std.
258 CID Six	2-bbl.	8.0:1	3.75" x 3.90"	Op.

* Not available in California.

Jeep engines utilize overhead valve configuration, lightweight, compact engine block castings and ambient air intake system for improved engine performance, greater durability and longer life.

4-Wheel Drive Systems

Jeep 4WD Systems

Jeep Corporation offers a full line of 4WD vehicles and a wide range of engine/powertrain combinations to satisfy just about any fun-loving, free-wheeling spirit. From the legendary CJ to the elegant Wagoneer Limited, all Jeep models are designed to bring out the fun in you. With Jeep you can take your 4-wheeling three ways: Exclusive Jeep Quadra-Trac® full-time 4WD system, the new part-time system with lockable free-wheeling hubs teamed with a new fully synchronized 4-speed manual transmission or new part-time with optional automatic transmission. Only Jeep offers a full line of 4WD vehicles for a full measure of fun and excitement.

Quadra-Trac® full-time system with automatic transmission. Unsurpassed 4WD traction.

Quadra-Trac® is Jeep's exclusive full-time 4WD system that helps make highway driving uncommonly effortless, and off-road tracking uncannily sure-footed. The system's unique controlled slip third differential located in the transfer case distinguishes it from all other so-called "full time" 4WD systems. If one wheel loses traction, Jeep Quadra-Trac's controlled slip differential automatically delivers torque to the axle with the most traction, helping to pull or push you out of trouble.

This controlled slippage process works instantly on any road or surface. The overall result is excellent control, handling, stability and traction at all times — wherever you drive and in all weather. It's the kind of security that's nice to have. Because, sometimes you need 4WD when you least expect it.

For 1980, Quadra-Trac® provides even quieter and smoother operation thanks to a new viscous drive and straight through high efficiency drivetrain design. And, of course, Quadra-Trac® remains completely automatic. You select the driving range you need depending on conditions; four wheel high for normal operation, Low Lock for extra pulling power or Hi Lock for an extra measure of Jeep muscle in sticky situations. And you never have to leave your vehicle to lock wheel hubs.

Quadra-Trac® is standard on Wagoneer models and available for Jeep Cherokee and Pickup.

Jeep part-time system (manual or automatic transmission)

Unparalleled 4WD fun and economy.

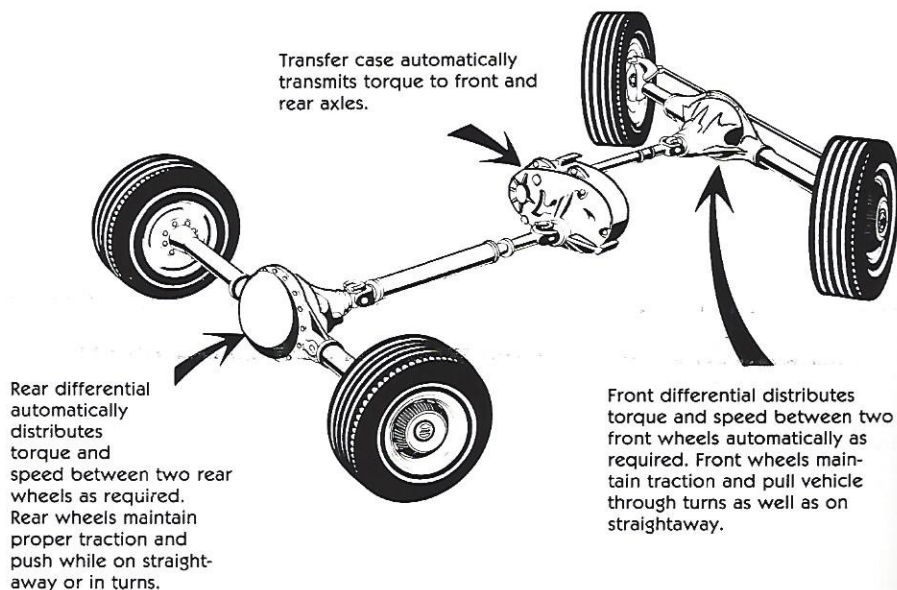
For many purists, Jeep part-time 4WD system with lockable free-wheeling hubs will be the only way to go. Whether they select the new standard 4-speed manual, or optional automatic transmission. Either way is Jeep tough, to be sure, but they're lighter and more efficient than some other 4WD systems.

For highway driving, you simply put the conveniently positioned transfer case shift-lever in the 2-wheel mode and unlock the front hubs. This disengages the front propeller shaft, front differential and front driving axles, eliminating friction and noise and optimizing fuel consumption.

For off-road use, you simply lock the front hubs, place the transfer case shift lever in the 4-wheel mode and you're ready for the rugged, dependable brand of 4WD action that's made Jeep famous for nearly 40 years.

The part-time 4WD system with 4-speed fully synchronized manual transmission is standard on all Jeep models except Wagoneer. (J-20 Pickup has a 4-speed with a creeper first gear as standard). The part-time 4WD system with optional automatic transmission is available on all models except CJ-5.

Quadra-Trac® full-time system with automatic transmission



4-Wheel Drive Activities

Jeep vehicles from American Motors are the most widely recognized sports/utility vehicles in the world. Jeep is also synonymous with "Go Anywhere" capabilities. And that's why you will find Jeep vehicles where others fail to venture.

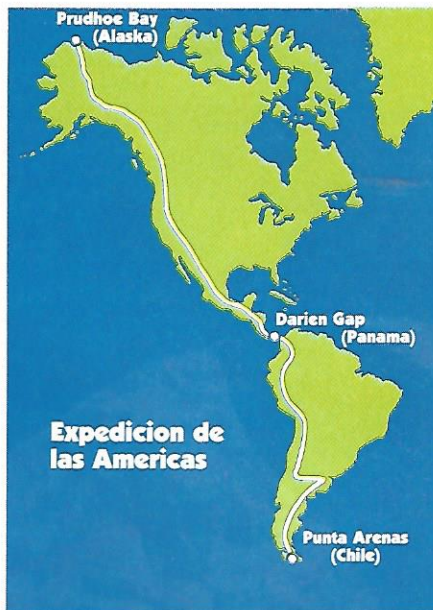
When the fabled "Darien Gap" — 250 all but impassable steaming, teeming, miles of Central American jungle and swamp — was conquered during the 20,000 mile "Expedicion de las Americas", Jeep vehicles were there.

At the Baja 1000, the Mint 400, the Mexicali 250 and every other sanctioned professional off-road event, Jeep vehicles were there as the choice of many top professional drivers.

At countless organized off-road events, rallies and emborees (many of them sponsored by member clubs of the United Four Wheel Drive Associations) and conducted in mud, sand, snow, gravel, ice or what have you, Jeep vehicles were there as the favorite of the majority of amateur four-wheeling enthusiasts.

We take such an active role in the world of 4-wheeling for many good reasons: to prove the rugged dependability of Jeep vehicles; to learn how to improve chassis, engine, suspension and 4WD system components so we can make them more efficient and make 4-wheeling safer and more enjoyable; to encourage the responsible use of 4-wheel-drive vehicles by individuals; and to promote positive actions by Four-wheelers in areas of conservation assistance and search and rescue activities.

We at Jeep Corporation will continue to be involved in just about all aspects of 4-wheel drive activities because we want to insure that Jeep Country will remain Jeep Country for future generations of Four-wheelers.



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In California, a 151 CID 2-bbl. Four Cylinder engine and 4-speed floor mounted transmission are standard on CJ. An optional 258 CID 2-bbl. Six Cylinder or 304 2-bbl. V-8 engine with 4-speed floor mounted transmission is also available. An automatic transmission and Part-time 4WD is available on CJ-7 models only with either engine. On Cherokee, Wagoneer and Pickup models sold in California the only power train available is a 360 CID 2-bbl. V-8 engine with automatic transmission and Part-time 4WD or Quadra-Trac® Full-time 4WD.

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