



THE MARKET

In Australia the 4WD market is running hot. Jeep, part of the Chrysler Corporation, arrived Down Under in winter 1994, and - testament to the popularity of the marque - sales in the 4WD segment soon boomed.

It had taken almost 25 years for the Australian 4WD market to double in size, yet it has doubled again within three years of the arrival of Jeep in Australia.

Psychologists believe the popularity of 4WDs in Australia owes something to the dream of the rugged Australian outback experience. Whether 4WD owners actually make it off-road or not, it is the promise of adventure that influences the purchase decision.

Currently the 4WD or all-terrain market in Australia is one of the most hotly competitive in the world, with some 13 manufacturers competing on price and specification with 26 models. Jeep's share of this market has grown to around 12%, making it a clear Number 2.

ACHIEVEMENTS

Jeep is considered an icon in off-road automotive history, and has become a household name around the world. Among vehicle brands, Jeep is among the most recognised in the world, and a large number of people use the term 'jeep' in a colloquial sense to describe all manner of 4WD vehicles.

With a reputation earned on the battlefields of Europe and Asia more than 50 years ago, the Jeep name has successfully made the transition to peacetime. It has established a benchmark for 4WDs and is considered by many as the original off-road vehicle.

Jeep is sold in over 100 countries, and millions of customers now enjoy Jeep driving pleasure. The marque is produced in nine countries, yet it remains a truly American product, and this is part of its attraction.

Jeep found an instant welcome in the Australian marketplace, and in 1996 Chrysler Jeep Australia won the title of the fastest growing franchise with sales rising by 54.5% on the year before. Chrysler Jeep Australia's growth has been based on the success of Jeep Cherokee, the tough Jeep Wrangler, and top-of-the-line Grand Cherokee.

HISTORY

There are various theories as to how the Jeep name came into being. Some believe it came from slurring the initials 'GP' which stood for General Purpose - a term used by the US Army for its reconnaissance vehicles. Others say the Jeep name was used in Oklahoma as early as 1934 for specifically equipped trucks used for drilling oil wells.

Certainly, as early as 1936 a character who appeared in a Popeye comic strip was called Eugene the Jeep. Eugene had the power to go anywhere and tackle any situation.

The original Jeep was built by Willys-Overland Motor Company and Ford Motor Company for the US Army in 1941. Together the two companies built more than 600,000 Jeeps during World War 2. The Jeep name became a registered trademark in



1950, and in 1953 Willys-Overland was bought by automotive magnate Henry J. Kaiser for US\$60 million. He retained the basic design and engineering features of the Jeep and they survived for the next 30 years.

In 1970 Jeep was sold to American Motors Corp. which introduced a two-door Cherokee in 1974 and a four-door model three years later. In 1987 Chrysler bought American Motors for US\$2 billion, and in 1991 the brand celebrated its 50th anniversary with more than one million Cherokees sold in total.

Jeep has been sold in Australia since the late 1950s. In 1958 Willys Motors Australia, based in Brisbane, began assembling Jeeps 'down under' until Jeep Corp. in 1979, assumed direct distribution of its products through Jeep Australia.

In 1985 Chrysler Corporation, including Jeep, withdrew from the market. Chrysler thus set about re-inventing itself and its market strategies, emerging considerably stronger and arriving again in Australia

in 1993 through an independent distributor as Chrysler Jeep Automotive Distributors Australia.

In May 1994 the Jeep Cherokee arrived and in 1996 Chrysler Jeep Australia won the title of fastest growing distributor, selling 7591 vehicles for the year.

THE PRODUCT

The Jeep range offered in Australia today includes the Jeep Cherokee, which was introduced in 1994 in two versions, the Sport and the Limited. Cherokee boasts a powerful 4.0 litre six cylinder multipoint fuel injected engine coupled to a four speed automatic transmission. Powerful, compact and manoeuvrable with an excellent turning circle and superb off-road performance, Cherokee found a ready market in Australia and sold almost 5000 vehicles in 1995.

Four-wheel drive technology on Jeep is legendary, offering the freedom to choose drivetrain characteristics best suited to the conditions, by using 'shift on the fly' technology. The Jeep driver experiences both a comfortable urban vehicle and a rugged 4WD for cross country work.

In August 1997, Jeep launched an updated version of the Cherokee complete with a new modular interior, twin airbags, and improved noise vibration and harshness levels. For the first time a turbo diesel version with five speed manual transmission was offered on Jeep Cherokee.

The release of Grand Cherokee in Australia was in May 1996. Produced for the Australian market in Graz, Austria, the Grand Cherokee comes in two versions, the Laredo and the Limited. Grand Cherokee is a five door, five seater with rugged good looks and the space to carry a family.

Jeep Cherokee Laredo is distinguished from the





outside by its bright grille. It is equipped with cloth seats, 15-inch aluminium wheels and 215/75 tyres.

In November 1996 Wrangler, the modern incarnation of the Jeep legend and one of the most recognisable industrial products in the world, was launched in Australia. Today Jeep Wrangler retains the traditional Jeep styling cues and character, but with a subtle though nearly complete redesign of the exterior and a total redesign of the interior. The signature Jeep grille and round headlights famous from earlier Jeep models give the new Wrangler its traditional look.

RECENT DEVELOPMENTS

The demand for Jeeps is so great that they are now sold in over 100 countries. Recent developments have seen the Asia Pacific senior management team relocated from Detroit to Singapore. Activities in the Asia Pacific region are now realigned under Northern and Southern Asia-Pacific operations regional management, with Australia falling in the Southern region.

Jeep is renowned for its design of vehicles for the future that are often the forerunners of models that will eventually make it onto the production line. Recent developments in concept vehicles have seen keen explorations of the popular Jeep Wrangler. One such is the Jeep Dakar - a motor show crowd pleaser - which further builds on the adventurous spirit of Jeep Wrangler.

Dakar was given four doors, a new wind-screen, side glass and all-new steel roof. Dakar's multipurpose features include a folding shovel integrated into the front fender, and an adventure module designed to fit inside the rear door that features a night vision scope, binoculars, flashlight and compass. Other features include a full length built-in

tubular roof rack, as well as a manual canvas sliding sunroof, front mounted rally lamps, spare tyre storage, and strategically placed access handrails at the back.

PROMOTION

Jeep's rich history and solid reputation - the name has outlived three auto companies - is the foundation for a long term strategy that ensures a leadership position in an ever more competitive market.

Jeep aims to continue to appeal to a wide range of customers. This involves a commitment to remain the leader in technological innovation, as it has in the past, and to offer a full range of products that cover a wide price range and buyer profile. The company is firmly committed to continual updates of the Jeep Wrangler, the vehicle that is considered the heart and soul of every Jeep.

Jeep is constantly advertised and promoted by Jeep marketing executives around the world. Its popularity is such that Jeep owners regularly promote the brand through the organisation of exclusive Jeep owner activities.

The Jeep brand generates strong customer enthusiasm with programs that translate into solid brand loyalty. A major customer loyalty event is the Jeep Jamboree - a series of off-road expeditions which are designed for Jeep owners on some of the world's most beautiful and challenging off-road trails. Camp Jeep is another such event. Undertaken in the US, it is attended by Jeep owners over a three day period.

BRAND VALUES

The Jeep brand represents much more than a registered trademark or capable product range. It is a household word that has a reach

transcending many boundaries. Jeep carries a sense of history, quality and unbeatable versatility that is unmatched in any of the world's automotive markets, and as the brand evolves and is continually redefined to better suit the changing marketplace, it further builds upon the loyalty it has already established.

Jeep officials mapped the future of the brand with this statement taken from a late 1964 internal memo:

"The Jeep of the future is still evolving and will continue to evolve as new uses are found for it. The Jeep is an ever-changing functional vehicle. Its development differs from that of the conventional transportation vehicle in that it does not stop with transportation alone."

More than 50 years after the statement was first penned, Jeep holds true to its original brand values.

Things you didn't know about Jeep

- Jeep is a founding supporter of environmental action group TREAD LIGHTLY!, a worldwide organisation developed in 1987 to address the growing need for education of off-highway vehicle owners to the responsible use of our natural resources.
- The first prototype of the Jeep vehicle was manufactured in 1940 and called the 'Blitz Buggy'. Designed by Karl Probst, the Blitz Buggy was manufactured by the American Bantam Car Co as a possible reconnaissance vehicle for use in the US Army.
- The earliest printed use of the term 'Jeep' can be traced to a 1936 Popeye comic strip by E.C. Segar. In the comic a fun character named Eugene the Jeep had the power to go anywhere and solve all sorts of problems. Eugene the Jeep could also travel between dimensions, which not even the Grand Cherokee can yet manage.
- In March 1990 the one millionth Jeep Cherokee rolled off the production line.
- The number of Jeep vehicles built during WW2 equals the number of Jeep vehicles built in 1996: over 600,000 units.
- Today, Jeep vehicles are built in nine countries around the world: US, Austria, China, Malaysia, Thailand, Indonesia, Venezuela, Argentina and Egypt.
- Jeep premiered the combination of 4WD and automatic transmission and the combination of 4WD and independent front suspension, both industry firsts, in 1962 in the Jeep Wagoneer.
- An US\$250 million investment brought the Jeep Cherokee to the market in 1983; the 1997 redo of Cherokee cost US\$215 million.
- Every year, more than 6000 Jeep owners participate in Jeep Jamborees in the US.
- With the launch of the 1997 Cherokee, the oldest vehicle in the Jeep line-up is the Grand Cherokee, a vehicle that was renewed for the 1996 model year. So, one of the oldest 'Superbrands' has one of the youngest model ranges.

