

Jeep – Research



American automaker Jeep is now owned by the multinational company Stellantis. Since 1987, when Chrysler purchased the Jeep brand and any leftover assets from its previous owner American Motors Corporation, Jeep has been a part of the company.

Owner: Stellantis

Introduced: 1943; 80 years ago (trademark application); 1945; 78 years ago (first Jeep – branded product launched);

Related brands: Willys MB

Parent companies: Stellantis, Fiat Chrysler Automobiles

Jeep is not only a car selling company but also sells their own clothing and merchandise.

WHAT IS JEEP KNOWN FOR?

Jeep is known for its off-roading capabilities.

WHEN WAS THE FIRST JEEP MADE?

In 1940, the United States Army received the first Jeep prototype.

Those were some intriguing Jeep-related facts. Check out these renowned Jeep stores in Dubai if you live in Dubai and are looking for a Jeep vehicle. Check out these used Jeep cars for sale in the UAE as well.

“A TIMELESS TALE OF ADVENTURE

For over 75 years the Jeep® Brand has been linked to freedom, adventure, authenticity and passion. Our core values are embodied in every Jeep Brand vehicle’s DNA. Throughout our storied history, Jeep owners have learned that Go Anywhere. Do Anything.® is a way of life, not just a slogan. The Jeep badge stands for more than a brand, it’s a badge of honour. Explore our legendary lineup, then create your own timeless story.”

Jeep is known for being one of the toughest all-terrain vehicles in the world. Despite numerous competitors today, Jeep has remained popular across the globe throughout the years. The popularity of this iconic brand has reached to a point where the term ‘Jeep’ has become synonymous with offroading.

Its tough exterior and powerful performance make it a perfect choice for anyone looking for a true all-terrain vehicle. Let us take you through some important facts about Jeeps.

1. JEEP IS A BYPRODUCT OF WORLD WAR

World War II led to the creation of the original Jeep. The American government realised they needed to replace their fleet of outdated Model T cars with compact, three-seat, lightweight vehicles with four-wheel drive.

The American Army requested in 1940 that automakers create a quarter-ton "light reconnaissance vehicle" specifically for the Army's special requirements. Only 3 of the 135 automakers that were contacted—Bantam, Willys, and Ford—replied.

The first Jeep vehicle template was created in a year with the help of each manufacturer. The prototype took 75 days to complete. It was given to the American Army by Willys-Overland by November 1940.

2. THE ICONIC FRONT JEEP GRILLE WAS ACTUALLY FORD'S CONTRIBUTION

Ford was in charge of creating the Jeep's fabled flat seven-slotted grille with integrated headlamps, which was a crucial component of the vehicle's design. The company's Pilot Model GP-No.1 or "Pygmy" began operation in 1945 with 13 slots, which were later reduced to nine and finally terminated at seven.

3. ORIGIN OF THE JEEP NAME IS A MYSTERY

Willys MA and Willys MB were the original names of the Jeeps that the Army used; later on, the name was changed to Jeep. Some assume this was a play on General Purpose Vehicle (GP), while others claim it was Ford's version's moniker, GPW; where G stood for government, P for the 80-inch space between the wheels, and W for the Willys who had the license.

4. THERE IS A THEORY THAT IT WAS NAMED AFTER A CARTOON

The philosophy behind Jeep's naming strategy is among the interesting facts about the brand. There is a humorous theory that claims the term Jeep comes from a cartoon. In the animated series "Popeye," there is a character named Eugene the Jeep. Eugene the Jeep was a pet that had a big, round snout and was a cross between a cat and a dog. Ironically, the slogan for Jeep automobiles is "go anywhere, do anything," just like Eugene's character was known for.

5. JEEP IS NOT A STAND-ALONE COMPANY

Eight different people have owned Jeep. Fiat-Chrysler is the organisation in control at the moment. Chrysler LLC, Chrysler Corporation, Daimler Chrysler, American Motor Corporation, Renault, Kaiser Jeep, and Willys-Overland once owned it.

6. THE FIRST JEEP FOR CIVILIANS WAS THE CJ-2A

The first non-military Jeep model was the CJ-2A, which was introduced in the late 1940s. The car included a variety of cutting-edge features that military versions lacked, including a tailboard, a spare tyre located on the side and an external fuel cap. The business aimed to win over farmers and construction workers with this version.

7. THE 1963 JEEP WAGONEER WAS THE FIRST LUXURY SUV

The Jeep Wagoneer, introduced in 1963, was the company's first-ever "luxury SUV". This car has the first independent front suspension and an automated transmission in a 4X4. Compared to the Willys Waggon, which it replaced, the Wagoneer was bigger and more suited for families. In the UAE today, Jeep Wagoneers are favoured vehicles for travelling over the desert.

8. JEEP IS KNOWN FOR OFF-ROADING

The significance of the Jeep as an off-road vehicle cannot be overstated while talking about facts about Jeeps. Today, Jeep is renowned for its off-roading prowess and is regarded for providing a robust drive on difficult roads.

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