



They invented “SUV” because they can’t call them Jeep.®

Welcome Jeepsters to the Moab Jeep Safari. Now that’s “Jeepsters”, not “SUVers”. It’s nothing personal. SUV’s simply haven’t been around long enough to deserve the privilege. In fact, we have them beat by a few decades. That’s right. As soon as the mighty little Jeep vehicle came back from World War II, people discovered how much fun a utility vehicle could be. What made it perfect for the army made it perfect for a having a picnic in the hills. Or going on a hunting trip in the woods. Or climbing rocks. Or navigating a steep incline blanketed in fresh powder. Or catching air on a death defying ridge run and hearing your heart pound in your ears while you count the seconds before you land and start wondering if it might’ve been a good idea to bring along a chute. Anyway, not much



has changed since. From past to present, our vehicles have earned quite the reputation by getting their tires dirty and grills gritty. In other words,



doing what comes naturally. Each rugged enough, dependable enough, unstoppable enough, and agile enough to be one of ours, a proud fact which we stand behind with a Lifetime Powertrain Warranty. When heading

straight out into the unknown, it’s good to know you’re going there in a vehicle that’s been heading down that muddy road from the beginning.

That’s Jeep 4x4. And that’s a heritage no “SUV” can ever stake claim to. Jeep.com

Have fun out there. Jeep®