



2004 JEEP GRAND CHEROKEE

Delivers refinement, engineering and style – whether you're enjoying a breezy ride on paved roads or tackling off-road tundra.

See what makes Jeep Grand Cherokee part of the most award winning brand of 4x4s.

- *Interior and Exterior Features*
- *Color Options*
- *Off-Road Capability*
- *Model Specifications*

For more information, please visit jeep.com/grandcherokee
For more information on Trail Rated, please visit jeep.com/trailrated

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GRAND CHEROKEE FEATURES



A 4X4 LEGEND: REFINED

Jeep Grand Cherokee was there first. Rooted in the original heritage of the auto industry's first four-wheel drive sport utility wagon, Grand Cherokee is a rolling celebration of legendary capability and unquestioned 4WD supremacy for just the right price. And now there are special offers on all six 2004 Grand Cherokees.

For more information on 2004 Grand Cherokee special offers, visit jeep.com/grandcherokee



SPACIOUS, VERSITILE SEATING

Every Grand Cherokee comes standard with a rear 40/60 split-folding bench seat, making it easy to reconfigure the interior for the task at hand. Optional low back seats shown. Remember to properly secure all cargo.



7-year or 70,000-mile limited warranty* on the powertrain, the hardest working parts of our vehicles. And that's in addition to our 3-year or 36,000-mile basic limited warranty.

It even includes towing assistance† for the full 7/70. Another nice thing: since it's transferable, it can add extra value at trade-in time. A deductible applies to the 7-year or 70,000-mile powertrain limited warranty.

* See dealer for a copy of this limited warranty. Transferable to second owner with fee. A deductible applies.

† Administered by Cross Country Motor Club, Inc., Boston, MA 02155.

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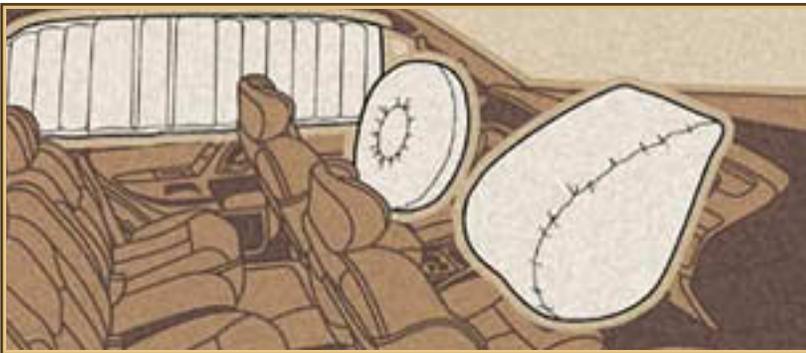
GRAND CHEROKEE FEATURES



2004 GRAND CHEROKEE COLUMBIA EDITION

The Grand Cherokee Columbia Edition features exclusive Columbia Edition badging, 4.0L Power-Tech I-6 Engine with four-speed automatic transmission and more.

For more information on Grand Cherokee Columbia Edition please visit jeep.com/columbia



SUPPLEMENTAL SAFETY

Optional supplemental side-curtain air bags* help protect both front and rear outboard occupants and each side can deploy independently upon impact in side collisions.

* Certified to the Federal Regulations that allow less forceful front air bags. Always use seat belts. Children 12 and under should always be in a backseat correctly using an infant or child restraint system, or the seat belt positioned correctly for the child's age and size.



JUST THE RIGHT SIZE

Grand Cherokee is the right size sports utility vehicle - not too big, not too small. Parking, backing-up and other everyday maneuvers are smooth and easy.



DUAL PURPOSE VEHICLE

Grand Cherokee can soak up nearly any bump or dip in its path. Rest assured, this exceptional ability at pavement's end never sacrifices its on-road manners.



AVAILABLE TIRE PRESSURE MONITORING SYSTEM

Grand Cherokee's available Tire Pressure Monitoring System transmits tire pressure readings to a receiver located in the overhead console, notifying you if a tire's pressure is low.

For more information, please visit jeep.com/grandcherokee



GRAND CHEROKEE COLOR OPTIONS



Grand Cherokee Color Legend

- Overland 1
- Limited 2
- Special Edition 3
- Laredo 4
- Freedom 5
- Columbia 6

NOBLE GRAND CHEROKEE MODELS

Grand Cherokee Overland, Limited, Freedom, Columbia Edition (not shown), Special Edition and Laredo all take on their very own persona, while the definitive grille serves as a reminder of their roots.



**Brilliant Black
Crystal Pearl**
1,2,3,4,5,6



**Midnight Blue
Pearl**
2,3,4,5,6



**Deep Lava
Red Pearl**
2,3,4



**Graphite
Metallic**
1,2,3,4,5



**Inferno Red
Tinted Pearl**
1,2,3,4,5,6



**Onyx Green
Pearl**
1,2,3,4



**Steel Blue
Pearl**
2,3,4



**Light Pewter
Metallic**
2,3,4



**Bright Silver
Metallic**
1,2,3,4,5,6



Stone White
2,3,4,6

For more information, please visit jeep.com/grandcherokee



GRAND CHEROKEE OFF-ROAD CAPABILITY



For more information on Trail Rated, please visit jeep.com/trailrated

EVERY CULTURE HAS A RIGHT OF PASSAGE. THIS IS OURS.

To earn the new Trail Rated Badge, we subjected each Grand Cherokee 4x4 to five off-road tests administered by the Nevada Automotive Testing Center (NATC). And sure enough, after plowing through the some of the world's toughest terrain every rugged Grand Cherokee 4x4 earned a Trail Rated Badge.



CHOICE OF 4WD SYSTEMS

Selec-Trac® - This full-time, two-speed, shift-on-the-fly 4WD system includes a low-range for true four-wheel-drive prowess. When your destination is everywhere, this is what you need.

Quadra-Trac I® - On-demand; utilizes a gerotor coupling for improved response; high-range only (does not include neutral or low-range positions.)

Quadra-Trac II® - On-demand; includes low-range (2.72:1); single-lever transfer case mode operation.

Quadra-Drive® - On-demand; our most advanced system ever transfers torque to the wheel with the most traction, faster and smoother than some competitor's systems. Includes low-range (2.72:1); single-lever transfer case mode operation.



HIGH OUTPUT 4.7L POWER TECH V-8 ENGINE

This mass of brawn comes with a 5-Speed Automatic, delivers 265 peak horsepower and has a towing capacity of up to 6,500 pounds (when properly equipped).

Standard on Overland. Available on Limited.



UNIFRAME CONSTRUCTION

Grand Cherokee engineers used Uniframe construction to provide exceptional strength in a lightweight package. And the engineers have been doing this on the Jeep brand since 1984.



BRING ON THE TERRAIN

At curb weight, it has an impressive 9.1 inches of maximum ground clearance, 36.7° approach angle, a 28.6° departure angle and a breakover angle of 22.6°. Translation? See picture above.

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GRAND CHEROKEE MODELS

OVERLAND

STANDARD

- Exclusive Overland badging
- High Output 4.7L Power Tech V8 engine with five-speed electronically controlled multirange automatic transmission
- Quadra-Drive® four-wheel-drive system with Quadra-Trac II® transfer case and Vari-Lok® front and rear progressive locking axles
- Power sunroof with one-button operation
- Infinity Gold® Sound System with 10-disc remote CD changer
- Infrared Dual Zone Climate Control
- Rain-sensitive wiper system
- Leather-wrapped steering wheel with mounted audio controls
- Roof rack side rails

AVAILABLE

- Tire Pressure Monitoring System
- GPS navigational radio
- Trailer Tow Group, Class IV
- Engine block heater
- Power adjustable pedal system

LIMITED

STANDARD

- 4.0L Power Tech I-6 engine with four-speed automatic transmission
- Quadra-Trac II® on-demand four-wheel drive (4WD)
- Exclusive Quadra-Coil™ suspension
- Infinity Gold® Sound System with 180-watt, six-channel power amplifier
- Infrared Dual Zone Climate Control
- Jeep® Memory System

AVAILABLE

- High Output 4.7L Power Tech V8 engine with five-speed electronically controlled multirange automatic transmission
- Tire Pressure Monitoring System
- GPS navigational radio
- Trailer Tow Group
- Engine block heater
- Power adjustable pedal system
- Rain-sensitive wiper system

LAREDO

STANDARD

- 4.0L Power Tech I-6 engine
- Selec-Trac® full-time four-wheel drive (4WD)
- Exclusive Quadra-Coil™ suspension
- Antilock four-wheel disc brakes
- AM/FM stereo radio with CD player and six speakers
- Six-way power-adjustable driver's seat
- Instrument panel-mounted auxiliary power outlet
- Rear 40/60 split-folding bench with height adjustable, outboard head restraints
- Speed-sensitive, intermittent wiper system
- Remote keyless entry
- Roof rack side rails

AVAILABLE

- Quadra-Trac II® on-demand four-wheel drive
- Power sunroof with one-button operation
- Trailer Tow Group
- Skid Plate Group
- Engine block heater

FREEDOM

STANDARD

- Exclusive Freedom Edition badging
- Exclusive MicroTech instrument panel accents
- 4.0L Power Tech I-6 engine
- Selec-Trac® full-time four-wheel drive (4WD)
- Exclusive Quadra-Coil™ suspension
- Antilock four-wheel disc brakes
- Uniquely painted grille and Bright Silver front fascia accent
- Bright Silver roof rack, crossrails and chrome tow hooks
- Bright Silver tubular side rails

AVAILABLE

- High Output 4.7L Power Tech V8 with five-speed electronically controlled multirange automatic transmission
- Quadra-Trac II® on-demand four-wheel drive
- Power sunroof with one-button operation

SPECIAL EDITION

STANDARD

- 4.0L Power Tech I-6 engine
- Quadra-Trac II® on-demand four-wheel drive (4WD)
- Exclusive Quadra-Coil™ suspension
- Antilock four-wheel disc brakes
- Body-color front and rear fascias and bodyside cladding
- Remote keyless entry

AVAILABLE

- High Output 4.7L Power Tech V8 engine with five-speed electronically controlled multirange automatic transmission
- Tire Pressure Monitoring System
- GPS navigational radio
- Trailer Tow Group
- Engine block heater
- Power sunroof with one-button operation
- Infinity Gold® Sound System with 10-disc remote CD changer
- Supplemental side-curtain air bags* for front and rear outboard occupants
- Power adjustable pedal system

* Always use seat belts. Children 12 and under should always be in a backseat correctly using an infant or child restraint system, or the seat belt positioned correctly for the child's age and size.

COLUMBIA EDITION

STANDARD

- Exclusive Columbia Edition badging
- 17" platinum wheels
- 4.0L Power-Tech I-6 Engine with four-speed automatic transmission
- Selec-Trac® full-time four-wheel drive
- Power sun-roof with one button operation
- Round fog lamps
- Antilock four-wheel disc brakes
- Brushed aluminum instrument panel
- Infinity Gold Sound System
- Mini overhead console
- Exclusive Quadra-Coil™ suspension

AVAILABLE

- High Output 4.7L Power Tech V8 with five speed electronically controlled multirange automatic transmission
- Quadra-Trac II® on-demand four-wheel drive

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