

Abstract: This paper focuses on the business and commercialization of Jeep from its use in World War II, to its transition as a consumer-based vehicle in 1945 and how it has since changed and upgraded. In November of 1940, Willys-Overland released the first prototype known as the “Quad” after the US Army was searching for a pragmatic, military-grade vehicle that would provide a lightweight, yet functional use to the war effort. In 1941, the US started the Lend Lease Program and Willys-Overland produced thousands of MB models to be sent out to the Allied Powers. Throughout the war, the vehicle had been given different modifications and upgrades that were better suited for combat and more utilitarian. Troops often referred to the 4x4 MB as the Jeep, and it became an icon of the Second World War. The MBs popularity pushed out other forms of land transportation, such as the horse or motorcycle, quite rapidly and the Jeep became a staple of the US Army. As a result of the Jeep’s acclimation in World War II, Willys Overland produced and released the first civilian-brand Jeep. These were commonly used throughout the farming industry because of their durability, size, and power. These vehicles became part of everyday life for Americans and their impact on the farming industry, and the nation’s labor force was immense. As the Jeep became more popular within the consumer market, it made upgrades and changes that were more suitable for everyday Americans. From 1948-1951, Willys-Overland produced and released a vehicle intended to be an inexpensive, youthful, sports car, called the Jeepster. Its overall performance was not what it was marketed as, but it was still commonly used as a secondary automobile for many suburban families. In 1950, “Jeep” became a registered Trademark of Willys-Overland. Throughout the 1950s, Willys Overland produced various new models deemed for the consumer market as well as the US Army as the Korean War took place. On October 11, 1954, the CJ-5 was released. It replicated some of the features of the

Korean War era automobiles and was created to be a vehicle for the masses. This was one of the most popular Jeep Brand Vehicles and broke the record for the longest time of production with 30 years. At this time in history, Jeep had been marketing and establishing manufacturing plants worldwide. Throughout the CJ-5's production, several different special edition models were released, which contributed to its popularity and market outreach. The vitality and popularity of the Jeep has had a great impact on the automobile industry on a global scale. Its innovation and implementation during the Second World War had an effect on the outcome of those major events and its place in the consumer market has impacted civilians across the globe and will continue to do so.