

# CLASSIC DRIVER

## Book Review: Jeep - The Adventure Never Stops

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**Sellotape, Hoover, Tipp-Ex - only a few product names ever manage to become generic terms, and the car which succeeded against all others is the Jeep. Coinciding with the 70th birthday of the prototypical SUV, Delius Klasing Verlag has published an autobiography of the marque, fittingly only giving it the title of the brand.**

In 156 pages, the story of today's Chrysler subsidiary is traced: starting at the beginning with the military vehicles, continuing onto the current line-up, and looking at the concept cars of the future. The photos make an impressive addition to the text, with around 120 images of the archetypal off-roader taken in settings around the world which are particularly relevant to the brand's history.

The English-translated version of the book goes by the title of 'Jeep: The Adventure Never Stops', and is available from around £35.

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*Photos: Delius Klasing*

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